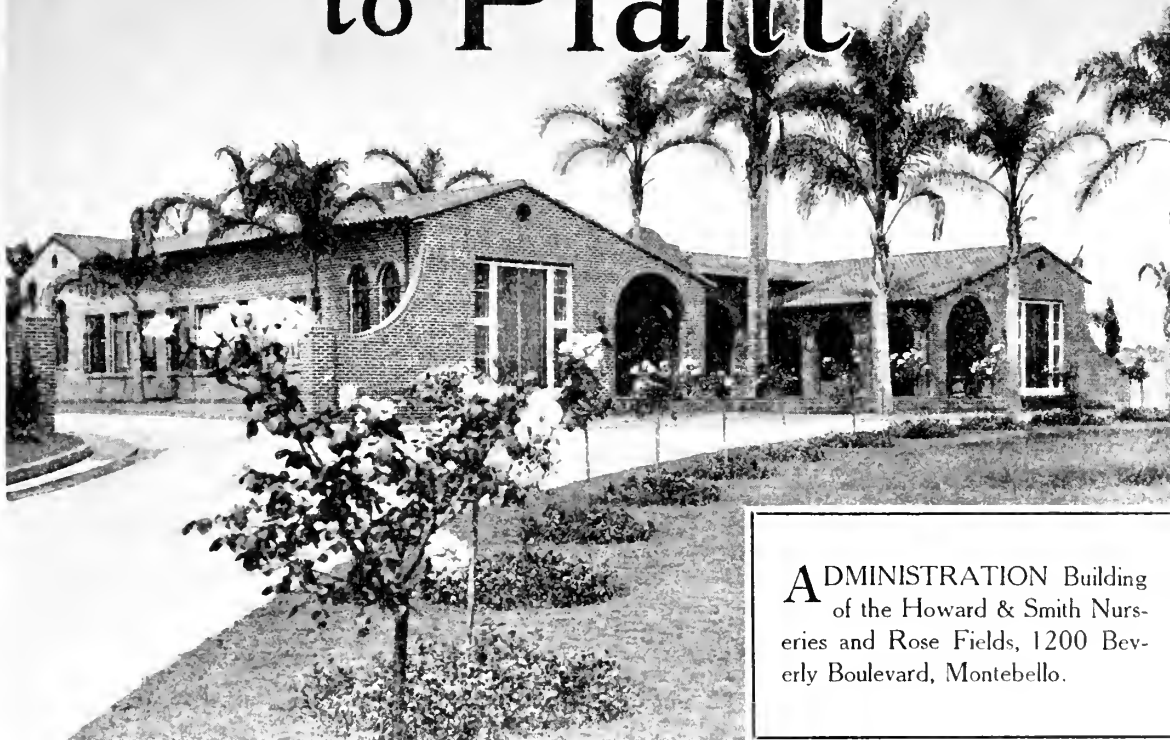


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

LIBRARY
RECEIVED
★ FEB 23 1932 ★
U. S. Department of Agriculture

What and When to Plant



ADMINISTRATION Building
of the Howard & Smith Nurs-
eries and Rose Fields, 1200 Bev-
erly Boulevard, Montebello.

ROSE BULLETIN

ROSES

SEASON OF 1932

THIS issue of WHAT AND WHEN TO PLANT is devoted principally to that Queen of Flowers, the Rose, and it is a matter of gratification to us to state that during the many years we have devoted to its improvement and culture, in no previous season have we had a finer lot of plants or a series of more sensational novelties to offer than those to which we direct your attention in the following pages.

Our cultures in the past season exceeded over a million plants, carefully and scientifically grown and of such quality that when placed in your garden will give you adequate and satisfactory results.

We have spared neither pains nor expense in the production of our Roses. They are low-budded on carefully de-eyed stocks, models of health and vigor, and we are better prepared than ever to take care of your needs with a quality of stock and varieties which have made the name of Howard & Smith synonymous with quality wherever Roses are grown.

Included in this early Spring Bulletin is an abridged list of very choice flower seeds and a few of our leading specialties in plants and bulbs, suitable for present planting. Other publications will follow at the proper season which will cover such subjects as Carnations, Chrysanthemums, Dahlias, etc.

Direct City Phone
ANGelus 3183
Administration Bldg.
and All Departments

Howard & Smith

MONTEBELLO,
CALIFORNIA

INDEX

HOWARD & SMITH ROSES

Variety	Page	Variety	Page	Variety	Page
Albertine (Cl.)	15	Etoile de Feu.....	11	Mermaid (Cl.)	17
Autumn	4	Etoile de Hollande.....	12	Miss Marion Manifold (Cl.).....	17
Betty	12	Evert Van Dyk.....	9	Miss Rowena Thom.....	8
Betty Uprichard	12	Felicity	12	Monarch	9
Billy Boiler (Cl.).....	15	Feu Joseph Looymans.....	11	Mrs. A. Hudig.....	5
Bonfire (Cl.)	15	Frau Karl Druschki.....	13	Mrs. Erskine Pembroke Thom	6
Black Boy (Cl.).....	15	Gloire de Chedane Guinoisseau	13	Mrs. Lovell Swisher.....	12
Bloomfield Brilliant (Cl.).....	18	Gloria Mundi	5	Mrs. William C. Egan.....	12
Bloomfield Flame	7	Golden Salmon	14	Olympiad	3
Bloomfield Lustre (Cl.).....	18	Golden Vision (Cl.).....	5	Orange Marvel	5
Caledonia	10	Gwen Nash	17	Padre	11
Chaplin's Pink Climber.....	16	Hadley	12	Paul Neyron	13
Chatillon	14	Henry Nevard	13	Paul's Scarlet Climber.....	17
Chares P. Kilham.....	7	Hilda	9	Penelope	15
Cornelia	15	Irish Elegance	11	Phyllis Bide (Cl.).....	17
Climbing Caroline Testout.....	16	Isobel	11	Pink Gruss an Aachen.....	5
Climbing Cecile Brunner.....	16	I. Zingari	7	Pink Lafayette	14
Climbing Etoile de Feu.....	5	James Gibson	7	Portadown Bedder	6
Climbing Hoosier Beauty.....	16	Joanna Hill	6	President Herbert Hoover.....	6
Climbing Lady Ashtown.....	16	Johanna Tantau	5	President Jac. Smits.....	7
Climbing Lafayette	16	Kirsten Poulsen	14	Primrose (Cl.)	17
Climbing Los Angeles.....	16	Kitty Kininmonth (Cl.).....	17	Renate	5
Climbing Mrs. Lovell Swisher....	5	Lady Forteviot	6	Rev. F. Page-Roberts.....	11
Cl. Madame Edouard Herriot....	16	Lady Florence Stronge.....	12	Salmon Spray	14
Climbing Red Radiance.....	16	Lady Leslie	7	Scarlet Button	5
Cl. Souv. de Claudius Pernet....	16	Lafayette	14	Schwabenland	9
Cuba	11	Leender's Seedling	5	Sophie Thomas (Cl.).....	18
Dainty Bess	9	Locarno	5	Souv. de Alexandre Bernaix....	8
Dame Edith Helen.....	9	Los Angeles	12	Souv. de Claudius Denoyel (Cl.)	17
Dr. Belville (Cl.).....	18	Lulu	11	Souv. de H. A. Verschuren.....	10
Duchess of Atholl.....	6	Mme. Albert Barbier.....	13	Talisman	6
Duchess of York.....	7	Mme. Gregoire Staechelin (Cl.)	17	The Beacon (Cl.).....	17
Edel	12	Mme. Jenny (Cl.).....	17	Thelma (Cl.)	17
Edith Nellie Perkins.....	9	Mme. Lucille Rand.....	5	Vaterland	8
Ednah Thomas (Cl.).....	18	Magnifique	14	Victoria Harrington	4
E. G. Hill.....	7	Margaret Anderson (Cl.).....	18	Ville de Paris.....	11
Elegante	10	Margaret McGredy	11	William E. Nickerson.....	9
Elizabeth of York.....	8	McGredy's Scarlet	7	William F. Dreer.....	10
Emily Gray (Cl.).....	17				
Ethel James	9				

TO OUR CUSTOMERS

IMPORTANT DISCOUNT PRICES

All Roses offered in this bulletin will be billed at the extended unit price when ordered in lots of less than ten plants. When the number you order is ten or over the following liberal discounts will apply:

10 Plants or more up to 50, deduct.....10% 50 Plants or more, deduct.....20%

These discounts apply on all novelty Roses, general collection, etc.

World's Rose Novelties for 1932

Also Other Recent Introductions of Proven Especial Merit

HERE is a noteworthy group of Roses, comprising the latest and finest novelties brought out in the whole world, and other recent introductions of such merit as to be worthy of special listing. In line with our long-established procedure we personally selected from the host of new varieties appearing on both hemispheres all those giving the greatest promise from every point of view, subjected them to rigid trials on our grounds and in different sections of America, and thus proved and retained the cream of the leading specialists' productions.

Their qualities fully determined these premier kinds were grown under ideal conditions and by expert methods in our immense fields; and the plants are now offered with confidence that customers will find them positively the best obtainable and completely satisfactory.

The Sensational New Hybrid Tea Rose

“OLYMPIAD”

*Named to Commemorate the Olympic
Games to be Held in Los Angeles*

-- 1932 --

WE believe Olympiad to be the sensational Rose of the decade and the outstanding novelty of 1932. The color is absolutely unique—a lustrous dark oriental scarlet, its depth and warmth accentuated by a bright golden base. This richness is further intensified by a marvelous velvety sheen that renders the flower exceedingly effective especially in artificial light, with a scarlet glow of flame-like brilliancy. The distinctive beauties of Olympiad, conspicuous though they are, have been found indescribable even by the experts; words cannot convey a true and accurate conception either of its bizarre and exquisite coloring or its superb form. It is the Rose of supreme loveliness and cannot be visualized but must be seen.

The bud is long and pointed, the petals are very broad, and the blossom is magnificent in every stage of development. It is long-stemmed, a splendid keeper, and a peerless cut-flower. The plant is amply furnished with healthy, handsome dark-green foliage, practically immune to disease. Olympiad is equally valuable for planting under glass and as a subject for the rose garden, growing vigorously and blooming freely in either case.

Strong 2-Year Plants Each \$2.00

Note—When dormant plants are exhausted, stock will be sent out as growing pot plants.



The cut figured above faithfully depicts the form of a fully opened bloom of the glorious Rose "Olympiad," but fails to carry any adequate idea of its magnificent color. The glow and brilliancy manifest in this superb novelty must be seen to be appreciated.

AUTUMN. A remarkably beautiful new Rose which has given splendid performance, both as to growth and free-flowering qualities, in our trials during the past two years. The buds are of medium size and expand to a fully opened bloom of elegant form and substance. The petals are thick and leathery, which tends to increase its keeping qualities when used as a cut flower.

The color displayed in the open flower is a beautiful and intense shade of deep burnt-orange, overlaid in the exterior portion of the petals with ruddy scarlet and crimson. There are few Roses with better foliage, with the additional advantage of the latter being practically mildew-proof. Fragrance, fair.

Each, \$1.50

VICTORIA HARRINGTON. It is with pleasure that we direct your attention to this splendid new California Rose raised by Capt. Geo. C. Thomas of Beverly Hills, California. It bears very large, fully double flowers which open well in all weathers and is intensely fragrant. The color is a rich shade of wine-red, merging to rich crimson. At certain seasons of the year, especially in the late fall, the color in the flowers is a uniform rich crimson throughout. We have found it to be mildew-proof and an exceedingly vigorous grower. It sends up numerous strong basal canes and is constantly in bloom, we regard it as one of the best crimsons introduced in recent years.

Each, \$1.00

New Roses for the Season of 1932 *[[Continued]]*

CLIMBING ETOILE DE FEU. A climbing sport from the well-known bush form. Originated in our Puente nurseries. Flowers are large and prettily cupped. In color, a rich flame-orange pink, with coppery-flame colored shadings. It is an ever-blooming Rose, very vigorous in habit, with attractive, glossy green foliage. We can unhesitatingly recommend this new climbing Rose as one well worth while. **Each, \$1.50**

CLIMBING MRS. LOVELL SWISHER. A truly magnificent climbing Rose, originating as a sport from the well-known bush form. Unlike many climbing sports from bush Roses, this variety rarely ever reverts to the bush form. It throws out tremendous, well-branched canes which are literally covered with Roses throughout the season. The free-flowering character of the parent form is amplified in the climbing sport. The buds and the flowers, if anything, are larger than those in the parent type. Color, deep coppery-salmon, passing on the exterior of the petals to a delicate salmon-pink, and flesh at the edges. **Each, \$1.50**

GOLDEN VISION. A distinct Rose of Australian origin. It is a seedling of Marechal Neil. It bears innumerable quantities of medium size golden yellow flowers. The foliage is mildew-proof, the whole plant being densely furnished. A splendid climber for pergola work. **Each, \$1.00**

MADAME LUCILLE RAND. A lovely new Rose, distinct in color, vigorous in growth and bearing flowers of very large size. The blossoms remind one of Dame Edith Helen, but are larger. Besides which, the plant is a far more vigorous grower. The color is a lively shade of bright rose-carmine, very delicately scented. **Each, \$1.50**

RENATE. Yellow Roses are always in demand and really good yellows are none too plentiful. In this splendid novelty we find all of the requisites which go to make a first-class yellow Rose. The color is a deep, rich butter-yellow. The bud is long and pointed. It is sweetly scented, and in addition to these qualifications is a splendid grower and a wonderfully free producer. We have had this Rose on trial for the past two years and can unhesitatingly recommend it as one of the best outstanding yellows which has come to our notice in a long time. **Each, \$1.00**

Eight Superb New Polyantha Roses for 1932

It is with pleasure that we direct your attention to the following sensational and meritorious novelties. New colors of matchless beauty to grace your garden with a riot of color throughout the season. All are perpetual bloomers. If you want something unusual and dainty for a centerpiece try some cut sprays of these. The effect is one of unapproachable beauty.

SPECIAL OFFER--One Each of the 8 Varieties for \$5.00

GLORIA MUNDI. A most striking new orange-scarlet, a wonderful improvement over all Roses of this type, in color the most brilliant orange-scarlet imaginable, that does not fade, but retains its brilliancy to the finish. The flowers are well formed, full double and borne in many flowered graceful clusters. A free and continuous bloomer. **Each, 75c**

JOHANNA TANTAU. A superb new Polyantha Rose, with fully double flowers, borne in medium-size clusters. The blossom and the bud are not unlike those to be noted in the old favorite Madame Cecile Brunner. The center of the open flower is a light lemon-yellow, shading to cream in the exterior portions of the petals. It is a good strong grower. Aside from its value as a bedding Rose, its lovely buds are available for cutting purposes, the same as those of the Madame Cecile Brunner. **Each, 75c**

LEENDER'S SEEDLING. A distinct new type of Polyantha Rose. The flowers are borne in clusters of three or four at the terminals of strong, well-foliaged canes. The plants are much branched, every shoot bearing its quota of lovely blossoms throughout the entire season. The color is an entrancing shade of soft salmon-pink, uniform throughout the flower. Blooms about 2½ to 3 inches across, semi-double in form. **Each, 75c**

LOCARNO. A brilliant, glowing oriental or Turkish red, which, as the flowers mature, passes to a bright cochineal-carmine. Trusses are composed of numerous well-formed flowers. It is a Polyantha Rose of very brilliant effect and one which we can very highly recommend. **Each, 75c**

ORANGE MARVEL. This Rose belongs in the same class, in so far as color is concerned, as Golden Salmon, but quite distinct in color. It is a sport from the well-known variety Miss Edith Cavell. The color is a rich shade of salmon-orange and of striking effect. Very free in bloom. Comparatively dwarf in habit. **Each, 75c**

MRS. A. HUDIG. Similar in color to the popular variety Golden Salmon, with more of an orange tone. Exceedingly free. Trusses large, with flowers evenly placed in the truss. A valuable and distinct novelty. **Each, 75c**

PINK GRUSS AN AACHEN. A lovely pink colored sport from Gruss an Aachen, quite different in character from any other Polyantha and an exceptionally fine variety. For massing, this Rose makes a splendid showy bed. The dainty flowers are also of value for cutting purposes. The color is a beautiful shade of light flesh pink, with salmon shadings. Unlike most Polyantha Roses which are valuable on account of their mass production of bloom, this Rose is of great value as a medium-size cut flower. The plants are of strong growing, branching habit, with mildew-proof foliage, and are constantly in bloom. **Each, 75c**

SCARLET BUTTON. This originated as a sport from the well-known variety Locarno and is the richest and brightest of the Baby type yet introduced. The color is a brilliant, rich crimson-scarlet. Flowers of medium size, very double and freely produced in many flowered, gracefully arranged trusses. **Each, 75c**

Recent Introductions of Superior Merit

Included under the above head is a collection of very fine varieties, each a gem in its own particular color, and such that when planted in your garden will afford the maximum of pleasure to you and all your friends who appreciate the beauty and fragrance of a rose expressed in the most modern form.

JOANNA HILL. Another meritorious yellow that is a 1931 first offering. The outer petals are a clear sulphur-yellow and the inner a deeper tone, and hold their color under artificial light. Buds are long pointed and open to large, full, semi-double flowers of moderate fragrance and long-lasting properties, excellent for cutting. The latter quality is enhanced by the fact of their being borne singly on long stems. Vigorous upright grower and profuse bloomer. Each, \$1.00

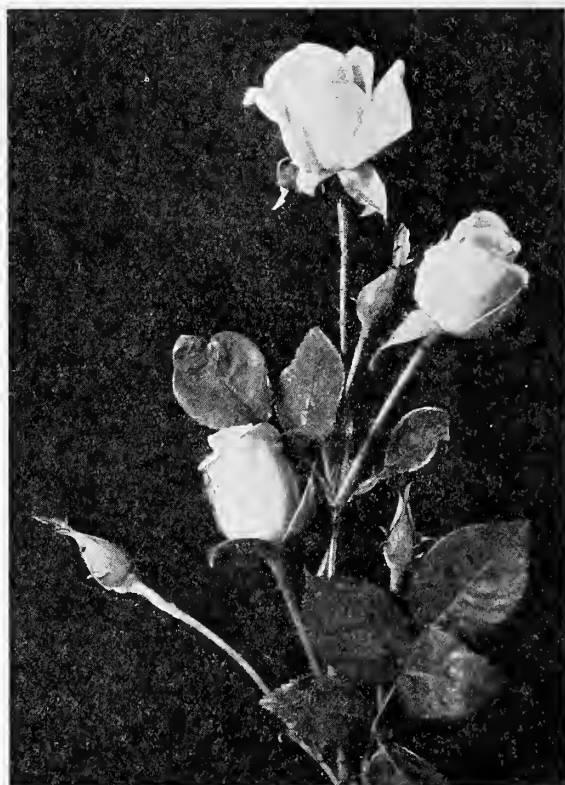
MRS. ERSKINE PEMBROKE THOM. The best garden yellow Rose of today and one of the freest and most vigorous growers. The buds are long and shapely and the flowers full double, of a rich, deep lemon-yellow, delightfully scented. Of erect, clean habit with abundant dark-bronzy disease-resistant foliage that is a distinctly attractive background for the lovely blooms. In every way a magnificent Rose. Each, \$1.00

ORANGE

PRESIDENT HERBERT HOOVER. A dazzling color symposium—cerise-pink, flame, scarlet and yellow—and a worthy floral namesake of the greatest Nation's Chief Executive. Unquestionably one of the finest novelty Roses introduced in recent years, is sensational in effect, its remarkable combination of bright hues forming an indescribably beautiful orange note, yet retaining the identities of the several colors. Magnificent long-pointed buds open to large flowers of fine form with broad, thick, heavy petals and exquisite fragrance, borne singly on splendid long stems—gorgeous cut subjects. Clothed in leathery, disease-resistant foliage and a vigorous upright grower and exceptionally free bloomer, making a brilliant season display. Gold Medal, International Flower Show, New York. Carries our unequivocal recommendation. Each, \$1.00

LADY FORTEVIOT. Large ovoid buds opening to artistic moderately-double, well-lasting flowers of delightful fruity fragrance and pleasing color—orange on the inner face with a bright canary-yellow base and the back of the petals paler and inclined to apricot. Blossoms are borne several together on long strong stems. Vigorous growth, healthy dark-green glossy foliage and a hardy continuous bloomer. Gold Medal, National Rose Society of England. We confidently recommend this new garden Rose. Each, \$1.00

PORTADOWN BEDDER. Outside of petals orange-yellow, center deep apricot. As the flower expands the color is golden-yellow with pinkish apricot edging, the blend giving a warm tone to the whole. This brilliant combination of somewhat unusual colors makes an instant appeal. Blossoms of moderate size, good form, thick texture of petal, fragrant, and freely and continuously produced. Medium growth, bushy habit. A Rose that has only to be seen to be admired and one we are pleased to offer again. Certificate of Merit, National Rose Society of England. Each, \$1.00



Mrs. Erskine Pembroke Thom, Best Garden Yellow

TALISMAN. Due to its wonderful coloring—shadings of gold, apricot, yellow, coral-pink, old-rose and orange, a combination that produces an effect seen in no other Rose—this was the show sensation of the past two years and still holds its full prestige. While the whole effect is golden-yellow and copper, with pink suffusion in the bud, fascinating changes occur. The half-open stage discloses a decided old-rose above the yellow base, and as this fades the deeper pink in the original flower becomes more intensified. Buds are long and perfectly-formed and the blossoms full, double, high-centered and shapely, with fairly-large and heavy petals. Growth of the plant is strong and vigorous, with abundant glossy-green foliage. Free flowering and elegant for cutting, very lasting and extremely fragrant.

Each, \$1.00

COPPER-BRONZE

DUCHESS OF ATHOLL. Decidedly uncommon and delightful in coloring, a lovely shade of golden bronze flushed with orange and peach pink, this new Rose is attractive both in the bud and open state. Its growth is exceedingly vigorous, foliage practically mildew-proof, and it is a continuous profuse bloomer. Certificate of Merit, National Rose Society of England. Each, \$1.00

DUCHESS OF YORK. Strong, vigorous, free-branching growth, with handsome light-green foliage. Flowers very full, large, of fine form and unique in color—a pretty shade of tangerine-orange with rose suffusion, passing to golden rose-pink with copper glint as the blossoms develop. Free-blooming and fruit-scented.

Each, 75c

FLAME

BLOOMFIELD FLAME. An interesting novelty of vivid and handsome coloring now offered for the first time and exclusively by us. This new Hybrid-Tea was originated by Capt. Geo. C. Thomas, Jr., of Beverly Hills, and is accurately described in that hybridizer's own words, as follows: Long bud of flame-red, opening to a flower of 22 petals, gradually verging into flame, pink and orange. Mild perfume. Remarkably-upright growth, with long, strong stems and neck. Varnished, well-held, clean foliage.

Each, \$1.00

CHARLES P. KILHAM. Markedly rich and brilliant orient-red flushed with orange and glowing scarlet and a distinct novelty that promptly appeals to lovers of dazzling Roses. Buds are long and pointed, perfection in shape, and open to high-centered full double flowers, sweetly tea-scented. Plants of vigorous growth and free-flowering. Gold Medal, National Rose Society of England.

Each, \$1.00

I. ZINGARI. A novelty of merit that is the most vivid shade of orange-scarlet conceivable, rich and glowing. The flowers are only semi-double but the wonderful color so certainly attracts attention and comment that it merits a place in every garden. Profuse and continuous in bloom, generally in sprays of several glittering flowers, the color of which is accentuated by the glossy, dark-green foliage. Strong brier scent.

Each, 75c

McGREDDY'S SCARLET. Here is presented an entrancing new shade of scarlet in a Rose that is magnificently showy in the garden and elegant as a cut flower. The color is intensely brilliant and velvety scarlet. The base is orange and the upper portions of the petals are lightly washed with deep crimson; and this enhances the glow of the whole flower. Buds are exceptionally long and perfect, retaining their fine shape while all the tightly-folded petals gradually unfurl. The plant is of good, erect habit and vigorous, with large, dark-green, mildew-proof foliage. Blossoms are borne on long, stiff stems and last well in water. First-Class Certificate, National Rose Society of England.

Each, \$1.50

RED

E. G. HILL. A new red Rose of undoubted great value which already has gained immense popularity as a winter cut-flower and appears to be equally good for garden purposes. Flowers are a dazzling scarlet turning to a deeper pure red as they develop. A distinct orange glow at the base of the petals adds to their beauty. The buds are long and finely formed and the blossoms full double, high-centered, of good size and fragrant. The growth of the plants is vigorous and the bloom is free. A Rose we can consistently recommend.

Each, \$1.00



PRESIDENT HOOVER

A magnificent variety viewed from any point you take it—in our opinion one of the finest Roses placed in commerce to date.

JAMES GIBSON. A brilliant novelty of exceptional beauty which we are offering for the first time. The color is a glorious glowing crimson-scarlet with velvety sheen, and the large, full, finely-formed flowers, which develop to perfection, are remarkably lustrous. The habit of growth is free, bushy, upright and vigorous, with disease-resistant foliage, and the blooms, carried erect on long stems. Produces profusely all the season.

Each, \$1.00

LADY LESLIE. In the beautifully-formed flowers of this newly introduced variety we have the rare combination of sweetest fragrance and brilliancy in coloring. The blossoms, of good size, are rosy-scarlet in the early stages and as they develop this passes to a scarlet-carmine suffused with saffron yellow on a yellow base, warm and glowing. Plant of free, upright, bushy growth with healthy dark-green foliage. Certificate of Merit, National Rose Society of England.

Each, \$1.00

PRESIDENT JAC SMITS. A Rose of high rank with brilliancy in color and general attractiveness not equaled by any variety of the type. Its long buds are held gracefully on long, straight stems, produced in generous quantities, and open to flowers of a rich, velvety scarlet crimson that does not fade. The blossoms have 18 to 20 petals, usually arranged in three rows, and expand quickly to show the golden stamens. As a bedding proposition or for cutting in bud form no one will be disappointed. Pres. Jac Smits will, we believe, supersede and displace all such popular bedding varieties as Red Letter Day, Hawlmark Crimson and K. of K. because it is a better grower and more showy.

Each, 75c



Miss Rowena Thom

(RED—Continued)

SOUVENIR d'ALEXANDRE BERNAIX. A distinctive recent introduction of unique color, probably the deepest of the Hybrid-Tea varieties—an intense deep velvety crimson-red on a maroon ground with outer touches of scarlet in the half-expanded stage, when the petals are incurved; and becoming suffused with rich vermillion-carmine at the edges of the petals as the blossom fully opens. The general effect is fiery. Flowers large, globular, cup-shaped, full, double and artistic at all times; sweet-scented. Each, \$1.00

VATERLAND. Undoubtedly the most distinct dark-colored variety yet introduced and therefore one of the outstanding novelty Roses. Easily deeper and richer in effect than the Hybrid-Perpetual variety Prince Camille de Rohan, being a marvelous velvety scarlet-maroon. The flowers are splendidly-formed, high-centered, and possessed of remarkable keeping qualities which make them valuable for cutting purposes. The plant is of vigorous, strong, erect habit with fine, healthy foliage and particularly free and perpetual-flowering. Unquestionably the best of this type that we have seen and one in which we believe all Rose-lovers will be interested.

Each, \$1.00

DARK PINK

ELIZABETH OF YORK. A rich shade of cerise-pink lit up through the petals with a wonderful iridescence, giving the flowers great brilliance. Buds beautifully formed, long and pointed, and dainty, artistic blossoms. The petals are suffused with yellow at the base and in unfolding they spread widely with a splendid reflex ultimately disclosing the stamens. A Rose that is distinctive. Each, 75c

MISS ROWENA THOM. A Rose possessed of so many excellent qualities that we do not know of an equal. It is a cross between Radiance and Los Angeles and combines the good points of the parents. Maintains an unbroken succession of long and pointed buds and glorious open flowers throughout the entire season. The blossoms are large, perfectly double, intensely fragrant, and colored a matchless oriental-rose, shading lighter outward. Reverse of petals in opening is overlaid with golden-bronze which adds to the brilliancy of the coloring throughout. Magnificent for cutting. Wonderfully vigorous habit of growth, great freedom of bloom and thoroughly proven adaptability to varied climatic conditions. Each, 75c

SCHWABENLAND. This is another new variety of great merit, unlike any other pink Rose either in color or in the splendid formation of its blooms. The shade is a lovely luminous rose-pink of exceeding richness which is retained until the petals drop. Flowers are large, full and deep, with high spiral centers, the petals having a peculiar curl or twist that gives a graceful appearance quite out of the ordinary in Roses. Carried singly on fine stiff stems and lasting a long time either on the plant or in water the showy flowers are ideal for cutting. Strong, healthy, hardy, vigorous grower and free and perpetual-flowering. In presenting Schwabenland as one of our feature novelties for 1932 we feel that it will be a valuable acquisition to growers generally. Each, \$1.50

LIGHT PINK

DAINTY BESS. A daintily-colored, well-formed single flower of medium size composed of delicately crinkled and wavy petals, a pleasing shade of shell-pink, with a conspicuous bunch of crimson stamens. Lasting when cut and charming for display in individual vases. Strong and vigorous in growth and a prolific bloomer, producing the blossoms on strong branching stems. A novelty that is appropriately named. Gold Medal, National Rose Society of England. Each, \$1.00

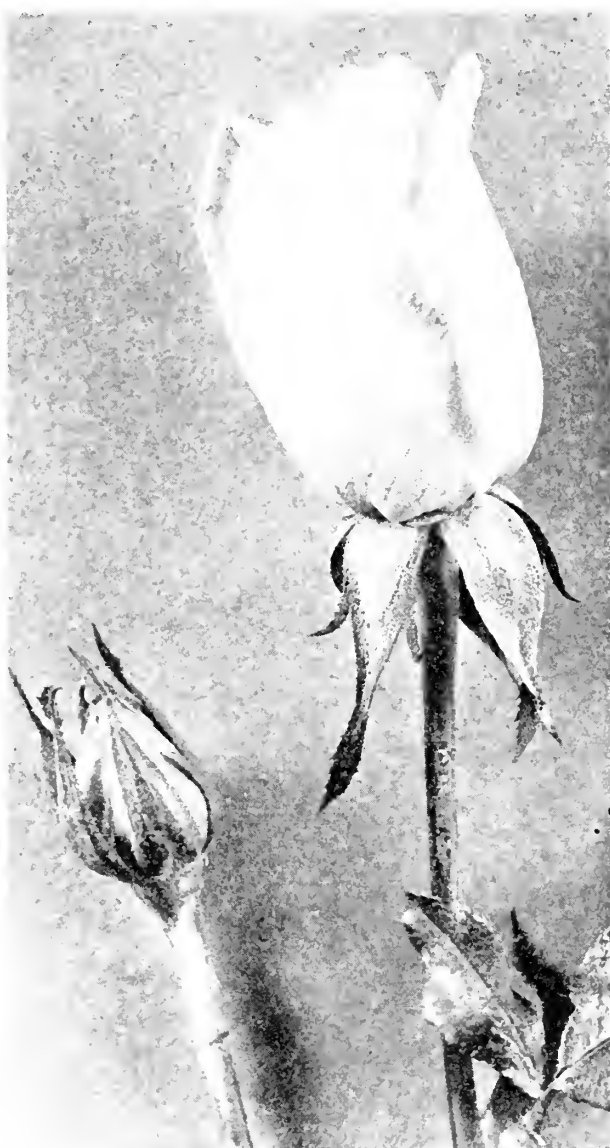
EDITH NELLIE PERKINS. Here is a Rose that is entirely distinct in its coloring and of such strong, robust growth that it should succeed anywhere and produce an abundance of flowers. Buds are long and pointed. Outside of petals cream and blush shaded with orange at the base. The inner face is salmon-pink with golden-orange base. Flowers are moderately double, produced on long stems, and sweetly scented. Each, \$1.00

ETHEL JAMES. Our opinion of this Rose is that it belongs in a class by itself, for it certainly is one of the daintiest and most beautiful of all single Roses. Blossoms very large, opening with several to the individual stem. Color deep carmine pink flushed with orange. Sweetly scented. An ideal Rose for hedge purposes, as it makes a dense growth and is constantly in flower. Each, 75c

EVERT VAN DYK. This attractive 1931 Dutch novelty pink, named by G. A. Van Rossem, the introducer, in honor of one of the sponsors of the transoceanic flight of the Southern Cross, is offered and recommended by us because of its fine color and superior habits. An exceptionally-strong grower and a free, continuous bloomer, it produces shapely buds and high-centered, full, double flowers of luminous rose-pink with a delicate salmon touch. This color is strongly retained. Good, upright growth. Each, \$1.00

MONARCH. Rich silvery-pink. Long, pointed bud developing into a large, double, high-centered flower that lasts for days and is good for cutting, being borne singly on a good, stout stem. A strong and vigorous grower, extremely hardy, and an abundant and continuous bloomer. Has plenty of excellent qualities to recommend it. Each, \$1.00

WILLIAM E. NICKERSON. Attractive and distinct and a 1931 gem in which we place confidence. Its exceedingly rich color is difficult of classification but perhaps best described as orange-scarlet with carmine suffusion, glowing like a live coal. Large ovoid buds developing into full double high-centered flowers of good shape, sweet scent and excellent keeping qualities, carried singly on long, strong



A typical bud of Caledonia. A white Rose that is pure white and decidedly fragrant.

stems. A fine, sturdy grower with healthy, light-green foliage, and a free and continuous bloomer. This newcomer should not be confused with Mrs. W. E. Nickerson. Each, \$1.00

DAME EDITH HELEN. Pure, glowing rose-pink, soft yet brilliant, with no other shade. A magnificent variety that stands out alone in almost any company. Buds are perfect and flowers represent one of the highest standards thus far attained in exhibition blooms, being of impressive size, quite full, and produced singly on well-foliaged, strong canes. As they expand from grand long-pointed buds the substantial broad petals curl back prettily. Charming in every stage of development. Strongly sweet-scented, lasting, and fine cut subjects individually or massed.

Each, 75c

WHITE

CALEDONIA. This is a splendidly-formed new white, backed up by good qualities that speedily won it international recognition. Large, long, pointed, conical buds with the edges of the outer petals gracefully rolled back, and flowers of admirable size, full double, high-centered and carried singly on long, strong stems. This variety also has the virtue of being fragrant. Slightly lemon-tinted when first expanding, changing to pure white as the blossoms develop. Erect habit, of vigorous constitution, dark-green disease-resistant foliage, and a continuous profuse bloomer. Gold Medal, Scottish Rose Society; Certificate of Merit, National Rose Society of England. Each, \$1.50



ETOILE DE HOLLAND

Unquestionably one of the finest of all dark crimson Roses. It is a Rose that holds its color and does not fade. It is an all weather Rose and no collection is complete without it. See text page 12.

Choice General Rose Collection

Our Careful Selection of the Positively Superior Varieties

WITH innumerable "good, bad and indifferent" varieties of Roses already confusing the public and many additional constantly coming out it is our fixed policy to carefully select and grow only those of superior quality and absolute dependability. This general collection contains only such sorts as we can recommend and choosing is therefore mainly a matter of color and type and simplified by the quite full descriptions:

YELLOW

ELEGANTE. Long, pointed buds expanding into large, full, creamy-yellow blossoms of splendid form and substance. One of the best of its color. Strong, vigorous grower with mildew-proof foliage, and nearly always in bloom. Each, 75c

SOUVENIR de H. A. VERSCHUREN. Two-toned, rich and wonderfully effective—a warm shade of apricot-yellow in the main softening to saffron at the edges of the petals. Large flowers of magnificent form and finish developed from perfect buds and borne singly on rigid stalks. Possess a very strong and delicious perfume. One of the world's

finest of its color and without a superior as a garden Rose for cut-flowers. Rampant grower and free bloomer. Each, 75c

WILLIAM F. DREER. Regarded by us as one of the finest which it has been our good fortune to produce and introduce to the Rose-loving public. It has been awarded numerous certificates and medals in many parts of the world. In general form is almost a counterpart of Los Angeles, with much the same habit of growth, freedom of bloom, shape of flower and other particulars, but differs entirely in color, being a deep golden-yellow, heavily flushed and shaded deep peach and old rose. Very brilliant and delightful combination of colors not seen in any other variety. Fine for cutting purposes. Each, 75c

VILLE de PARIS. An excellent deep yellow—a distinct sunflower color—and in every way a decided improvement on Souvenir de Claudius Pernet. A remarkably free-flowering variety of splendid upright-growing habit, blooming throughout the entire season. Fine for cutting purposes, and a good Rose in every respect. Each, 75c

ORANGE-SALMON-YELLOW

IRISH ELEGANCE. Bronzy-orange buds opening to peculiarly dainty single blossoms of various shades of apricot and yellow, especially pretty for table decoration. A strong, vigorous grower and a free, continuous bloomer. Each, 75c

ISOBEL. A lovely single-flowered variety. Flowers are carmine flushed with orange-scarlet gradually passing to pink, about 4½ inches across, fragrant, and freely produced. Each, 75c

LULU. Quite a distinct and dainty Rose, with exceptionally long buds and semi-double blooms. Orange-red shaded with salmon-pink. Particularly beautiful in bud form and marvelous for corsages and bud vases. Each, 75c

REV. F. PAGE-ROBERTS. A Rose distinct in color with true exhibition form. The inner surface of the petals is a soft buff shading to a rich yellow at the base, and the reverse a rich salmon shaded carmine and yellow. Foliage glossy and free from mildew. Flowers have tea fragrance with a suggestion of apple at times. Extremely vigorous and sure, the blooms opening well in all weathers. Each, 75c

COPPER-BRONZE

ETOILE de FEU. Attractive, substantial globular buds that bring large full-to-center cupped blooms of a superb shade, salmon-pink with orange-flame shadings and metallic luster. Plant of vigorous habit and profuse with flowers throughout the season. Each, 75c

FEU JOSEPH LOOYMANS. A gem of the Rose world remarkable for its long, pointed buds of brilliant orange-buff and large, fairly-full double yellow flowers with vivid apricot center—a warm, lovely effect unlike that of any other variety with which we are familiar. Moderate and upright in growth and very profuse in the production of beautiful blossoms, which have a delicious spicy fragrance. An ideal garden bedding and cutting Rose of extraordinary character that instantly wins the lasting friendship of all who see it. Each, 75c

FLAME

CUBA. Striking in color and forming especially brilliant mass effects. The long buds are almost scarlet, very heavily flushed orange and claret. The unfurling petals disclose deep orange or Lincoln red on the back and inside a rich, velvety scarlet-crimson with carmine towards the tips. The general effect is a glorious vermilion-scarlet overlying an orange ground, its brightness so intense that it glistens in the sunlight. Flowers semi-double and globular, with large and strong petals. Vigorous, hardy, erect habit, handsome bronze-green foliage, and free-blooming. Each, 75c

PADRE. Novel and intriguing in coloring—a coppery-orange-crimson with yellow shadings at the base of the long petals. Flowers freely borne on splendid stems. Beautiful in the bud and fullblown, and

without a peer for use either as cut-flowers or garden blooms. Habit erect and growth strong and vigorous. Each, 75c



Margaret McGredy, a Magnificent Orange-Scarlet

MARGARET MCGREDY. Stands out as a startling solitaire in a setting of good Roses by virtue of magnificent coloring, large size, beautiful form and superior qualities generally. The flowers, extremely double, high-centered and lasting over a long period, are a glorious shade of orange-scarlet that does not fade even to the drop of the last petal. They are borne singly or several together on long, strong stems, have a light, spicy fragrance, and are superb for cutting. This is a Rose without a competitor because there is no other like it. Particularly valuable for hedge purposes. It makes a vigorous, thick, upright growth and is foliated completely to the ground—large, leathery, glossy and disease-resistant; and being a profuse all-season bloomer it is constantly covered from top to bottom with flaming blossoms—vivid and handsome indeed. Each, 75c

RED

ETOILE de HOLLANDE. Dark-red buds opening to beautiful scarlet-red semi-double to double blossoms of good size and a rich, sweet, syrupy scent. This variety is among the few reds that never blue and a grand acquisition to any garden. Its growth is erect and the plants are profuse bloomers. The fragrance of this highly-recommended Rose has been aptly described as muscat perfume. Each, 75c

HADLEY. Dazzling crimson-scarlet with shadings of velvety-crimson. Large, full flowers of rich fragrance borne on long stems. Vigorous habit, dark foliage, and a liberal bloomer. Its many excellent qualities have won Hadley a popularity perhaps not attained by any other dark-red Rose; and it not only holds its old friends but constantly adds new ones. gorgeously effective in large beds and admirably adapted for all classes of home decoration. Each, 75c

DARK PINK

BETTY UPRICHARD. Displays a pretty color combination, with petals delicate salmon-pink to carmine inside, and glowing carmine with orange suffusion and coppery sheen outside. Medium-sized flowers of nice form and good substance, sweet-scented with verberna odor, and carried on erect stems. Vigorous growth, free-branching habit, bloom profuse and continuous. Each, 75c

FELICITY. An exceptionally fine Rose colored a beautiful shade of mellow-pink turning to bright-cerise at the edges, with soft, creamy suffusion at the base of the petals. Large, double, cup-shaped, sweet-scented flowers from long, splendid buds. Free blooming. Each, 75c

SALMON-PINK

MRS. LOVELL SWISHER. Its merits speedily won this glorious variety the favor of rose-lovers. Deep coppery-salmon, passing on the exterior of the petals to delicate salmon-pink, and flesh at the edges. In the bud the base of the petals is golden-ochre, which manifests itself also in the base of the open flower. Bud of exquisite formation and blossom double with nicely-reflexing petals. A remarkably vigorous grower and free bloomer. Each, 75c

MRS. WILLIAM C. EGAN. Two-tone shade of pink, ranging through deep flesh to a golden line at the edge of the petals, a lovely color combination. A vigorous, healthy grower with pointed buds of absolutely-perfect shape and remarkable length that develop into flowers of equally good form, reared on long, stiff stems, and lasting an unusually long time either on the plants or when cut. Free and continuous bloomer throughout the season. Each, 75c

LOS ANGELES. Generally recognized as one of the most beautiful and satisfactory of Roses. Its color is magnificent—a luminous flame-pink toned with coral and shaded to translucent gold at the base of the petals. Long-pointed buds expanding to mammoth flowers of perfect form and rich fragrance, lovely from the opening bud to the fall of the last petal. Each, 75c

WHITE

EDEL. The bold, stately type of Rose that is perhaps even more effective in white than otherwise, and an important acquisition to this somewhat limited section. A well-built flower of great depth, quality and finish, perfect in contour, pure-white with the faintest tinge of ivory shading toward the base. Buds long, pointed, snowlike. Splendid in growth, free from mildew. Each, 75c



Mrs. Lovell Swisher, a Glorious Rose

LIGHT PINK

BETTY. Pale-flesh color, under side of petals salmon-rose. Long-pointed buds opening to large, rather loose, fruit-fragrant blooms. Good grower, quite free-flowering. Each, 75c

LADY FLORENCE STRONGE. Novel and attractive color—reddish-prawn to violet-old-rose, shading to yellow at the base; the inner surface of the petals heavily veined and flushed scarlet. Large, full flowers with high centers, and fragrant. Each, 75c

Hybrid-Perpetual Class

Tall-Growing, Well Foliaged, Splendid for Background Planting

THEIR height, a maintained standard of 5 to 6 feet, and their retention of bright, dense foliage almost the entire year, make the Roses of this type particularly suitable for background plants. The space allotted them is completely filled with leafy branches most of the time, and they bear exquisite long-stemmed blossoms for cutting during a period when other flowers are lacking, thus more than compensating for the comparatively limited blooming season of some varieties.

FRAU KARL DRUSCHKI. Regarded everywhere as the ideal hardy white Rose. Each, 75c

GLOIRE de CHEDANE-GUINOIS-SEAU. Large, globular, vermilion-red. Popular on its merits. By pruning after the first blooming a second crop of flowers may be obtained. Each, 75c

HENRY NEVARD. A particularly beautiful newcomer which we are offering for the first time this season. Produces flowers of large size, extremely full, strongly fragrant and having fine lasting qualities, borne singly on long stems. The color is an intense crimson-scarlet. Abundantly foliated, bright, leathery and disease-resistant, with thorny wood. A profuse and continuous bloomer and from every standpoint a noteworthy and desirable novelty which we can recommend. Cory Cup, Royal Horticultural Society. Each, \$1.00

MADAME ALBERT BARBIER. A novelty that quickly demonstrated itself as one of the outstanding introductions of many years. It is a seedling of Frau Karl Druschki and possesses the sturdy character and free-blooming qualities for which that variety has long been noted. Bush of upright growth, strong, clean and vigorous, having more the habit of a Hybrid-Perpetual than a Hybrid-Tea, and blooms without intermission throughout the season. The buds are of exquisite formation, long and artistic, and display a color that must appeal to the most esthetic—pearly-white suffused with soft, salmony-flesh-pink. They develop into large, full, double imbricated flowers of splendid form and of the same color with the addition of rich golden-apricot shadings at the base of the petals and to a gorgeous center. We know of no other Rose wherein the color blendings are similar or more beautiful. Markedly satisfactory. Each, 75c

PAUL NEYRON. One of the largest of all Roses, usually rated as supreme in this respect. Brought out sixty years ago and still a favorite—among the best of the type. Its immense, very double flowers are a shining deep rose and remarkably fragrant. Vigorous grower, with almost smooth canes, and tough, leathery foliage. Each, 75c



Mad. Albert Barbier

TO OUR CUSTOMERS

Important Discount Prices

All Roses offered in this bulletin will be billed at the extended unit price when ordered in lots of less than ten plants. When the number you order is ten or over the following liberal discounts will apply:

10 Plants or more up to 50, deduct10%
50 Plants or more, deduct.....20%

These discounts apply on all novelty Roses, general collection, etc.



Salmon Spray, a Splendid New Tall Single Polyantha

Polyantha or Baby Roses

Free-Blooming and Charming for Beds and Borders

THIS popular and interesting type is admirable for border and bedding purposes and pot work. Being free and continual bloomers and producing their flowers in immense trusses they make a wonderful showing, enhanced by bright, attractive foliage.

CHATILLON. One of the loveliest of the bright pink, ever-blooming Polyantha Roses, with semi-double blossoms borne in immense clusters. This variety is absolutely perpetual blooming, the plants being literally covered with flowers throughout the entire Rose season. As a variety for use in borders and outlining beds of Hybrid Teas it is unexcelled.

Each, 75c

GOLDEN SALMON. An intense, fiery golden-salmon of wonderful beauty—a color so rich, luminous and shimmering that it excels golden-orange. The blossoms are medium to large in size for the type and produced in immense full trusses, making a lovely display. Bush of strong, vigorous, healthy growth and free and constant-flowering. Never out of bloom in Southern California. One of the most distinct and pleasing novelties brought out in years. Everyone admires it. A gem that has our full recommendation.

Each, 75c

LAFAYETTE. Large flowers of brilliant crimson-scarlet, decidedly attractive. Particularly showy because, like those of the preceding variety, they are borne in sprays of 40 or more. Can be depended upon for an all-season display.

Each, 75c

MAGNIFIQUE. This significant name has been appropriately bestowed upon a glorious novelty of which this is our first listing. The color is a perfect clear pink and the flowers are semi-double, open, cupped and long-lasting, with neatly undulated or wavy petals. Borne in graceful clusters containing many each. Plants are of vigorous growth,

dwarf, with large, rich-green, glossy foliage that forms a striking background for the masses of bright blossoms. A free bloomer, though inclined to be intermittent rather than constant—which is more than counter-balanced by the greater proportions and added brilliancy of its trusses of flowers when they burst forth.

Each, 75c

PINK LAFAYETTE. A novelty and a pure rose-pink gem is this intriguing sport of Lafayette, with which it is identical in every particular other than color; but that one point makes it conspicuously beautiful and valuable and we bespeak for the new variety a swift and farflung popularity. Its buds are small, long-pointed and pretty; flowers medium-sized, semi-double, open, slightly fragrant and good keepers. They are borne both singly and in clusters on stems of fair length. Abundant rich-green, glossy, disease-resistant foliage. Vigorous, compact, bushy growth and very hardy. Continuous, profuse bloomer.

Each, 75c

TALL POLYANTHA

KIRSTEN POULSEN. A fine companion to the above with similar habit of growth; differing, however, in color, the latter being a brilliant shade of bright crimson scarlet with golden anthers at the center.

Each, 75c

SALMON SPRAY. Rich salmon-pink with carmine reverse, both beautiful colors. Flowers semi-double, sweetly scented, and very freely produced. A splendid new variety.

Each, 75c

Hybrid-Musk Novelties

The daintily-beautiful Roses of this interesting type are free and perpetual bloomers and valuable for planting as shrubs because they form a constant mass of elegant flowers. Their loveliness plus the marvelous damask perfume—a strong, distinctive odor of exquisite sweetness—makes an appealing combination. Good stems and fine for cutting, having excellent lasting qualities.

CORNELIA. Nearly-double flowers, about 3 inches across, of rosette form, rich strawberry color flushed yellow, and borne profusely in flattish sprays. Exceedingly fragrant. Abundant dark bronze-green foliage, leathery, glossy, disease-resistant. Very hardy, and a vigorous grower and continuous bloomer. Each, 75c

PENELOPE. Charming flowers of shell-pink shaded saffron and borne in fine clusters. The dark-green foliage enhances their attractiveness. Ever-blooming and deliciously sweet-scented. Shrub-like habit of growth but attains a good height. Truly a gem Rose. Each, 75c



An Elegant Novelty of the Polyanthas—Pink Lafayette

Select Climbing Roses

Surpassing Novelties and Other Meritorious Varieties

THERE are so many places and such varied uses for climbing Roses that opportunity may be found almost anywhere for beautification with them; and because home-owners generally are becoming appreciative of this fact we are this season offering a larger list of the best that can be grown, including conspicuous novelties.

Not only are they effective ornamentally in the garden and elsewhere—on pergolas, walls, porches, trellises, arches, pillars and fences—but many varieties have special value for cut-flowers. Particularly is this true of the Hybrid-Tea climbers which, while closely following the habits of their bush parents, are even more vigorous and produce blooms of greater size on longer stems.

ALBERTINE. A comparatively little known, but very attractive, climbing Rose. It is a clean, healthy, vigorous grower, with glossy green foliage and good size, double-cupped, lasting, fragrant flowers. The blossoms are borne profusely in clusters, during the months of April and May. Color, a distinct shade of delicate coppery-salmon pink. Strong, two-year-old plants. Each, 75c

BILLY BOILER. A grand Australian novelty Rose of dazzling red that makes a striking display and is sure to hold first rank among the climbers. It makes strong upright shoots of good length that are always literally crowded with buds and semi-double open flowers of dashing color. Being absolutely distinct from any other Rose it is a conspicuous object wherever used, and has the further advantage of a fine constitution, enabling it to thrive in almost any position. Each, 75c

BLACK BOY. Large semi-double flower of deep, velvety-crimson, shaded blackish-maroon, and overlying fiery scarlet—an exceedingly-dark Rose of superlative beauty. Blooms are borne on long, stiff stems and sweetly scented. A variety of extraordinary vigor that revels in the heat and should have a sunny position. Mildew-proof foliage. Each, 75c

BONFIRE. Red of the most brilliant, as its name implies—in reality a rich cherry-crimson with a touch of scarlet that suggests a blazing vine at first glance. A climber of unusual vigor with bright foliage that enhances the charm of its dazzling double flowers, which are produced in clusters of 20 to 25. Bonfire, where tried for early forcing, has proved itself so adaptable that it is expected to become the preeminent red for that purpose, flowering at least two weeks ahead of any now used. This variety is so new that some of its qualities remain to be determined, but it gives magnificent promise both as an outdoor and indoor climbing Rose. Each, 75c



One of our large 200-foot greenhouses at Montebello devoted exclusively to the hybridization and testing of seedling Roses. Many thousands of pedigreed seedlings are here tested and at this time we have some sensational and magnificent novelties which will be offered later for your consideration. Visitors always welcome.

CHAPLIN'S PINK CLIMBER. Beyond question this novelty, possessed of every possible good quality and free from faults, is the most important acquisition of recent years to the list of climbing Roses. A cross between Paul's Scarlet Climber and American Pillar, it inherits the parental virtues and combines these valuable points to the last degree of perfection. Its flowers are semi-double, fine in form, and clear, soft, but lively pink with golden stamens, each bloom true to type and lovely in the extreme. Their effectiveness is heightened by the fact of their being borne in impressive trusses of 8 to 12 blooms, gracefully poised, and lasting a long time. The plant is a vigorous grower, perfectly hardy, and always fresh and attractive in appearance, this due to abundant and healthy foliage. Produces blossoms in profusion. Certificate of Merit and Gold Medal, National Rose Society of England; Award of Merit, Royal Horticultural Society. Unconditionally recommended by Howard & Smith. Each, 75c

CLIMBING CAROLINE TESTOUT. Similar in all respects except habit of growth to the popular old bush form, with glistening silvery-pink flowers, as delightful in fragrance as in color. Each, 75c

CLIMBING CECILE BRUNNER. Climbing form of the exceedingly popular Polyantha Rose of the same name, bearing lovely buds and immense clusters of dainty double flowers of perfect shape and delicious perfume. Soft rosy-pink on a rich creamy-white ground. Often termed the Sweetheart Rose. Makes handsome specimen plants of artistic drooping effect or beautiful hedges without support and is recommended for either of these purposes as well

CLIMBING LADY ASHTOWN. Upshooting form of a good bush variety. Bears a continuity of large silvery-rose-pink flowers shaded to yellow at the center. Considered an aristocrat. Slight perfume. Each, 75c

CLIMBING LAFAYETTE (Auguste Kordes). An absorbingly-interesting and valuable novelty, being a sport of the popular Polyantha Rose Lafayette, with all the good characteristics of that desirable bedding variety and many additional. This new introduction is of strong, vigorous climbing habit with abundant foliage, leathery, glossy and disease-resistant. Flowers of good size, semi-double, open, high-centered, slightly fragrant and lasting, in color a brilliant crimson-scarlet, and borne profusely in large trusses. In effect a perpetual bloomer, though intermittent after the first crop, in early summer, when the plants are covered from top to bottom with blossoms. Each, \$1.00

CLIMBING LOS ANGELES. Fully on a par with the famous original Los Angeles, one of the greatest Roses ever brought out. The climbing form is a strong grower and remarkable bloomer, bearing fragrant flowers often even larger than those of the bush variety. Luminous flame-pink toned with coral and shaded to translucent gold at base of petals. Each, 75c

CL. MADAME EDOUARD HERRIOT. Replica, except in being a climber, of the noted French prize-winning Rose of this name, and a newcomer that will be heartily welcomed. Medium-sized semi-double flowers of a bright rosy-scarlet passing to prawn-red, with shadings of coral-red and yellow toward the base. Like a mass of living fire on a trellis. Free and continuous bloomer. Each, 75c

CLIMBING RED RADIANCE. Has all the excellent qualities of the grand bedding Rose of which it is a sport. Bears its large, fragrant, bright cerise-red flowers profusely on long stems the season through. A vigorous climber with abundant foliage, dark-green, glossy and disease-resistant. Each, 75c

CLIMBING SOUVENIR DE CLAUDIUS PERNET. A lovely climbing sport from the well-known bush form. The flowers and foliage, if anything, are larger than those to be noted in the bush type. The petals in the flower are of notable size and substance, with strong stems and very valuable for cutting, aside from the fact that when used as a pillar Rose or on pergolas there is a wonderful profusion of bloom throughout a long season. Each, \$1.00

EMILY GRAY. A Hybrid-Wichuraiana climbing Rose, bearing quantities of large, semi-double, deep golden-buff flowers. The color is persistent, even in warm weather. The blossoms are produced singly or in small clusters. The foliage is so bright that it appears varnished and is persistent throughout the season, with the additional qualification that it is mildew-proof. Aside from its value as a climbing Rose, it is a splendid variety for use in covering sloping banks, the effect of the plants in bloom being beautiful in the extreme. When used as a ground cover it is advisable to peg the shoots down. On sunny banks where Ivy or other subjects of similar character do not do well, this Rose will prove of great value. Each, 75c

GWEN NASH. Distinctive, large, semi-double Rose of cyclamen-pink with a white eye, attractive on the plant and particularly lovely as a floating-bowl decoration both on account of the exquisite color and the charming reflexing of the outer petals. Each, \$1.00

KITTY KININMONTH. Brilliant climbing variety of special merit producing immense semi-double, decorative flowers with huge petals, a perfectly-even bright carmine-rose color throughout. Blooms are freely borne all over the plant on splendid stiff stems, which show them to marked advantage. Their telling effect is enhanced by the splendid green, mildew-proof foliage as a contrasting background. Each, 75c

MADAME GREGOIRE STAECHLIN. Of the Rose aristocracy, the parents being Frau Karl Druschki and Chateau de Clos Vougeot. This grand novelty inherited the best traits of both and is in a class by itself. Has perfect long-pointed buds, which are crimson as the sepals first divide. With the opening of the flowers the firm outer petals show splashes of carmine, with an iridescent pearl-pink inside, the whole effect of striking beauty. The blossoms are richly perfumed. Its growth is strong and rapid, 12 feet or more, the main stem shooting up-right and the long bloom-spurs standing out 18 inches at right angles, laden with exquisite flowers, which come early and last over a long period. Foliage large and disease-resistant. Each, \$1.00

MADAME JENNY. A variety of very strong growth and large, healthy, disease-resistant foliage. Characterized by flowers of surpassing beauty which, though comparatively small, are borne in clusters of 5 to 7 each and make a profuse display. Blossoms are cup-shaped, about 2½ inches across, quite full, and a delicate satiny-rose color. Delightfully sweet-scented, with a fragrance like that of the old-fashioned Cabbage Rose. Each, 75c

MERMAID. A lovely hybrid of Rosa Bracteata. Flowers equivalent in form to the common Cherokee, only of much larger size. In color, pure sulphur yellow, with highly contrasting, deep amber-colored stamens at the center of the flowers. This lovely climbing Rose has the advantage of blooming continuously, from early summer until late in autumn. The growth is vigorous to a degree. The foliage leaves nothing to be desired, the leaves being very large and massive, with a deep, shining

green color. As a Rose for trellises this lovely variety is sure to be in strong demand. We can only supply them this season as 4-inch pot plants. Each, 75c

MISS MARION MANIFOLD. An Australian climber of good habit carrying large crimson-scarlet blooms of fairly-full petalage and refined form, lightly scented. This variety was introduced a number of years ago and has steadily gained in favor. Makes a brilliant showing, more effective results being obtained by massing several plants. Each, 75c

PHYLLIS BIDE. This comparatively-new variety is of the everblooming type, being in flower continuously from early spring into autumn. Blossoms are small, exquisite form in bud, and open with gracefully-reflexed petals. Dainty and sweet and produced in long, loose sprays. Pale gold at the base, flushed and shaded a lovely carmine-pink toward the edges. Vigorous habit, slender growth, handsome, mildew-proof foliage. Each, 75c

PAUL'S SCARLET CLIMBER. Vivid scarlet, shaded bright crimson. Flowers of medium size, semi-double. Produced in very large clusters of from five to twenty blooms on strong, much branched canes. During the flowering period these plants are literally covered with flowers. Each, 75c

PRIMROSE. A superb hardy variety, the first real deep-yellow rambler Rose ever raised. The blossoms are about 3 inches in diameter, borne in clusters and are a deep, rich primrose-yellow. The plant is of extremely vigorous growth and is furnished with handsome foliage along the entire stem length. The flowers are large and double, and the color is uniform throughout. Has proved itself an indispensable sort. Each, \$1.00

SOUV. de CLAUDIUS DENOYEL. Enormous cupped flowers with large, thick petals, glistening crimson-red tinted vermillion; sweetly perfumed and steadily produced throughout the season. The blooms show scarcely a trace of fading even in the hottest weather but the best come out in autumn. A vigorous grower and an exceptionally-good climber. Each, \$1.00

THELMA. Selected by the observing membership of the National Rose Society of England as one of the twenty best Roses that have appeared in six years, and the only climber in that list. Its color is a soft coral-pink, very pretty and unusual in a climber, and not affected by rain or sun. As the trusses of bloom age a slight crimson suffusion comes over the petals, enhancing the beauty of the masses. Flowers are semi-double, larger than those of most of its class, and decorative, without scent. Foliage is a bright, glossy green, disease-resistant, and forms an entrancing background for the glorious array of blossoms, the individual trusses of which last two or three weeks. One of the parents is Paul's Scarlet Climber. Thelma is, in our opinion, one of the conspicuous novelties of the times. Being absolutely new, Rose-lovers will desire to try it out for themselves. Each, 75c

THE BEACON. Another handsome Hybrid-Wichuraiana type, bearing immense clusters of fiery red flowers, with a distinct white eye, the flowers being single or semi-double. The foliage, as in many of this class of hybrids, is particularly strong and leathery in texture and offers a splendid foil to the highly colored trusses of bloom. Each, 75c

Group of New California Climbers

THIS is the initial offer of six new Roses which we believe will attract much interest because they are all real California climbers. They were originated by Capt. Geo. C. Thomas, Jr., of Beverly Hills, who in the past has brought out numerous hardy varieties adapted to climatic conditions in the East. Latterly he has directed a great deal of his attention to the development of climbers particularly suited to the warmer regions of the West and Southwest and these novelties are the result. We are pleased to introduce them, and they are listed below as described by Capt. Thomas himself:

BLOOMFIELD BRILLIANT. Good sized bud opening into a large bloom with 18 petals. Brilliant light-salmon with distinct orange glow. Mildly perfumed. The foliage is well held and free of disease, and the plant of strong, climbing growth and a continuous bloomer. Stem of fair length and sufficient strength, but the variety is most valuable as a decorative on account of its clear and distinct color and continuity. Recommended for all southern climates.

BLOOMFIELD LUSTRE. Strong, climbing growth. Well-held foliage. A very distinct and lovely color of translucent quality—a deep, pure salmon-pink, with yellow base. Double flower with delicate perfume. Stems of fair length and strength.

DR. BELVILLE. Tall, climbing growth; very heavily clothed with large, leathery foliage. Large semi-double flowers of a most brilliant light orange-red. Very distinctive. Recurrent bloom.

EDNAH THOMAS. Large, brilliant, double cutting Rose. Crimson-scarlet bloom of fine form with considerable orange in its color. Perfumed. Good stems. Large, climbing growth and a continuous bloomer, with fair foliage well held in long season.

MARGARET ANDERSON. Very vigorous, climbing growth; thick leathery foliage; long stems supporting very large, double blooms with distinct and lovely tea perfume. Color, deep-cream center, outer petals cream-flesh. A continuous bloomer with full cut-flower merit.

SOPHIE THOMAS. Lovely, long bud of orange, opening well into large, double flower which changes from deep to light yellow; does not fade to cream; distinct perfume. Long, strong cutting stems; strong climbing growth with good foliage which drops in November in California. A fine continuous bloomer. Tested for California and recommended in all southern climates and the Pacific Northwest.

Price of the above climbers, each, \$1.00.

Special Introductory Offer: The collection of six, delivered postpaid to any address, \$5.00.

The Planting & Care of Roses

Some Simple but Important Requisites for Success

ROSE culture is an easy matter, with scarcely a chance of failure if a few simple requirements are complied with. No subject responds more generously to good treatment. Obviously the first essential is to obtain good, strong, low-budded, field-grown plants of select varieties, since a wrong beginning in this respect can be corrected only by starting anew, with loss of time, labor, money and enjoyment. Dependable stock having been ordered proper planting and care will insure success—results that will repay your efforts a thousandfold. Here are plain directions that should enable anyone to grow the Queen of Flowers to the state of perfection:

CARE OF PLANTS UPON ARRIVAL: As soon as you receive the plants remove the various materials in which they are packed for shipment, excepting, however, the damp sphagnum moss about the roots. This should be left on until the plants are ready for placing in their final growing quarters. If you live in a locality where the ground does not freeze, as for example certain portions of the Southern States or the lower latitudes of the Pacific Slope, the moss should be removed at once and the plants placed in the bed where they are to grow.

In the more northerly sections, where the ground is frozen and planting out impracticable, remove, as above, all the packing except the moss around the roots and bury the plants to the tips in a cold frame. If a cold frame is not available, the dirt floor of an outbuilding, such as a shed or cool cellar, will answer. In any instance cover the plants completely with soil. Select a position where there is plenty of light, but not direct sunlight and no artificial heat whatever. As soon as Spring breaks and it is possible to work the soil, plant them out in the garden. If the plants are to be buried, as suggested

in the preceding paragraphs, it is advisable to wrap them in a piece of ordinary window screen, to guard against the attacks of mice, etc.

LOCATION OF BEDS: Roses give the best results in fully exposed, sunny situations where free circulation of air is assured, and if possible, well removed from any buildings. It is inadvisable to plant them in even partial shade, as lack of sunlight induces leaf mildew in dull weather.

SOIL: Much has been said regarding the soil best adapted to Roses, but our experience has been that they do well in almost any good, rich land with a strong preference for soils of a heavy nature.

PREPARATION FOR PLANTING: Given that a suitable plot has been selected, we now come to the main essentials to success.

The soil should be trenched or spaded to a depth of not less than 18 inches, breaking all lumps, removing all stones, etc. This operation complete, spread over it three or four inches of rotted manure. Spade in, and when thoroughly incorporated, rake the bed to final grade.

Measure the distance apart plants are to be set, allowing two and one-half or three feet between them. At each designated point dig a hole 12 inches wide by 2 feet deep; place in the bottom 8 inches of well-rotted manure, preferably cow manure, if obtainable.

Tread this firmly. On top of this put 6 inches of well prepared soil containing no manure whatever. Tread again to firm the layer of soil on manure. The remaining portion of the unfilled hole will now be ready to receive the plant.

If the Roses are in a dormant or bare-root condition, place them in the holes and carefully spread out the roots in as nearly natural position as possible, gradually filling in with fresh soil containing no manure. When the hole is completely filled, tread the soil around the plant as firmly as possible. Make a basin immediately surrounding the plant and water thoroughly.

DEPTH OF PLANTING: The accompanying illustration shows a fair sample of one of our strong 2-year-old budded Rose bushes. B denotes the point of insertion of the bud in the original wild stock. A, the depth that the plant should be set in the soil. C indicates the splendid root action to be noted in the class of Roses which we send out. The point A is about 3 inches above point B. Point A is the proper height the soil should reach when the plant is finally set.

WATERING: With the exception of an occasional syringing to clean the foliage of dust, Roses should have little or no water overhead. Irrigation either by means of shallow trenches running along the rows or by an individual basin around each plant are the best methods. This puts the water where it belongs—at the roots.

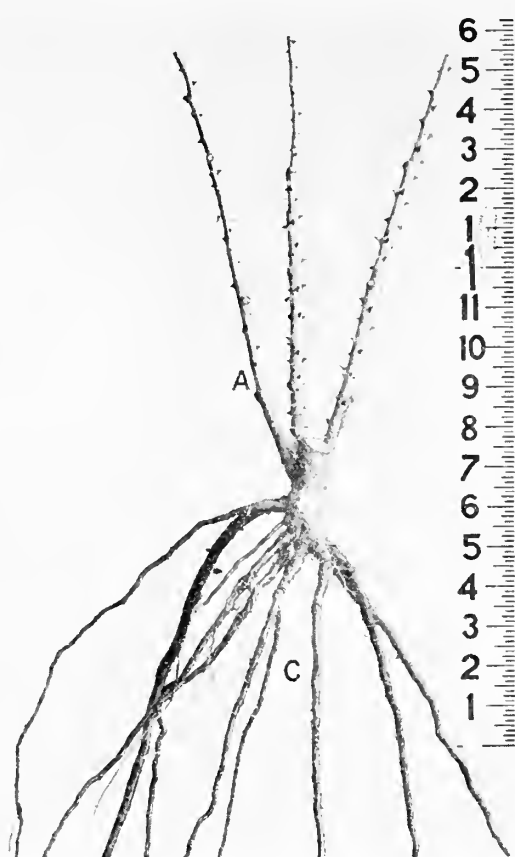
In sections where there is small rainfall the plants should be kept moist during their entire growing season. After each watering a liberal but shallow cultivation of the soil will prove highly beneficial and will tend to retain the moisture in the ground.

It is almost impossible to make any hard-and-fast rule in regard to the frequency of watering, as at times the heat and consequent evaporation is greater than at others. The principal thing to take note of is to see that the soil is continually moist during the flowering or growing period. A mulch of well-rotted manure, 2 or 3 inches deep over the entire surface of the bed, will help check evaporation, saving water.

PRUNING: The principal pruning should be done either just after the plants have finished Summer growth—say in the months of November or December, or in very cold sections just before the sap begins to rise in the Spring.

It is difficult to give full data as to the method of pruning, but it might be summed up as follows:

Remove all small twiggy growths, pruning back to strong, well-ripened canes which are well furnished with healthy, big dormant eyes. As a general thing, the entire top of the plant should be removed. The engraving shows a properly pruned Hybrid-Tea, a 2-year-old plant. As the plant ages it naturally will support more canes and should be pruned accordingly. Very drastic pruning is advised for exhibition blooms only.



INSECTS AND DISEASES: Roses are affected with various diseases, pests, etc., but we will only treat of two which give the most trouble. These are aphids, or green fly, and mildew.

For the first use a strong solution of tobacco water, administered on a quiet evening with a spray pump.

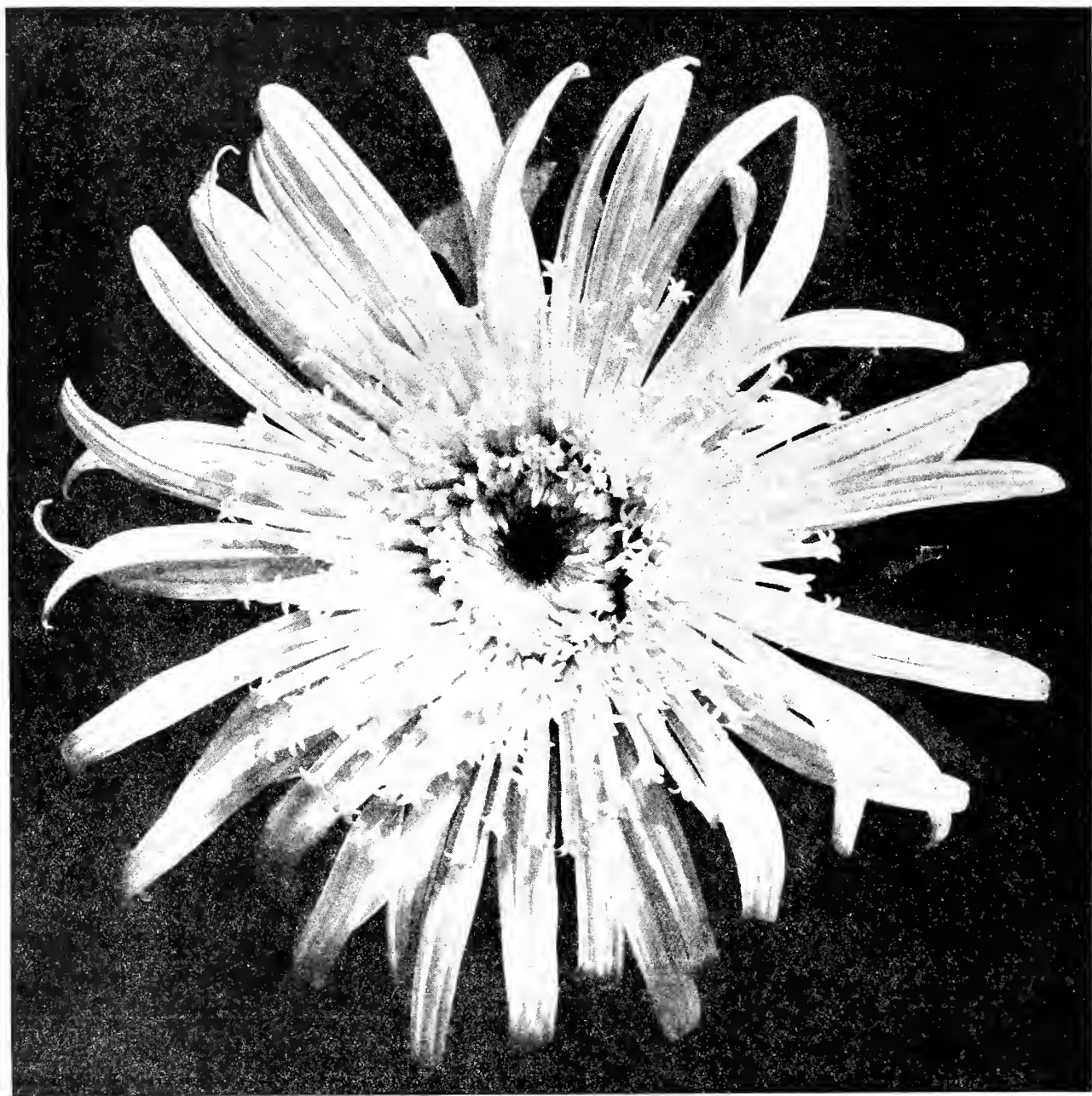
For the second, take two ounces of slaked lime, mix with one pound sulphur, place in pot, add two gallons of water; boil for three or four minutes. The sulphur, insoluble in water alone, is dissolved through the action of the lime, forming a sulphurous solution. When cold, dilute this one part to five parts water and spray affected plants thoroughly.

WINTER CARE: In sections where freezing conditions are severe, Roses of all classes can be safely wintered in the open ground by hilling up around the plants with soil as far as possible and placing on top of this a heavy mulching of dry leaves, straw or other similar litter. Remove same as soon as danger of frost is over. With these details taken care of even the tenderest Tea Rose can be wintered in the harshest Eastern climate. The hilling up of the plants or the covering with litter is quite unnecessary where heavy freezing conditions do not prevail.

SUBSTITUTION. It is not possible to forecast exactly what the demand will be for any particular Roses in our list and sometimes certain varieties are sold out early in the season. When ordering, please state whether or not we are at liberty to substitute. We endeavor always to give equally good or better varieties than those we cannot supply, our aim being to please the customer in every instance. Obviously it is advisable to get orders in early.

NOVELTIES *and* SPECIALTIES in CHOICE FLOWER SEEDS

For Immediate Sowing



An Actual-Size Reproduction of a Bloom from Our Rivera Grounds

Howard & Smith's Giant California Sunshine Aster, a Sensational 1931 Seed Novelty

IT IS with pleasure and a feeling of pardonable pride that we direct your attention to a supremely-beautiful new strain of Asters. They are the result of a direct cross between our now well-known California Giants and the dwarf, much-branched Sunshine type, hence the name. Plants of this new race grow 3 feet high and bear blossoms on long, stiff stems, admirable for cutting. The individual blooms are enormous, 4 to 5 and 6 inches in diameter.

In point of color the lovely dual-tone effect beggars description. The grace and beauty of build, with cushiony centers of tubular bifurcate petals and the rim of exquisitely-poised outer-guard petals surrounding the central disk, make for a lace-like perfection and daintiness of form and contour that must appeal to the most esthetic taste.

With the disk a lovely light-yellow and the encircling guard petals varying shades of Enchantress-pink, appleblossom, deep-rose, blue and lavender, there are produced color contrasts at once startlingly beautiful in the ensemble, stamping this glorious new strain as one of the outstanding acquisitions of modern times to floriculture.

Several seasons ago we brought out our strains of California Giant Curled and Interlaced and California Giant Peony-Flowered classes of Asters and these are now grown and catalogued throughout the world. We feel certain that this latest Howard & Smith novelty introduction will, through its intrinsic worth as a magnificent cut-flower and a peerless annual for garden decoration, attain equal popularity.

During many years past hundreds of fine novelties in Roses and other subjects have left our extensive plant laboratories and received world-wide recognition on their merits; and we are personally of the opinion that introduction of the California Sunshine Asters marks one of our greatest accomplishments in horticultural endeavor.

New-crop seed of these Asters is now available and may be sown at any time until June for summer and autumn blooming. All colors mixed. Per packet, 50c; half packet, 25c

ASTERS--Howard & Smith's Famous Strain

NEW CALIFORNIA GIANT NON-LATERAL-BRANCHING

OUR origination and introduction of this giant-flowering class, a magnificent strain distinct from and excelling all others hitherto brought out, resulted in a great impetus to Aster culture both for the garden and for cutting. In our California Giant Curled and Interlaced Type we gave to the world a strictly non-lateral-branching Aster, in which the entire sap flow is diverted to the one flower gracefully poised at the tip of the strong 15 to 18-inch stem; thus obtaining the enormous size of individual bloom for which this race is noted.

We devoted 15 years to perfecting our original Giant Curled and Interlaced Type. With further improvements in mind the exacting work has been constantly continued and it is with special pleasure we direct attention to two novelties now available—**H. & S. California Giant Peony-Flowered Swansdown** and **H. & S. California Giant Peony-Flowered Maiden's Blush**. These varieties are a long step in advance in the compact peony-flowered class. They are remarkable for colossal size, wonderful stems and protracted period of blooming, the latter in particular a characteristic in which our strain of Asters has no rivals. Last season in our fields the first blossoms appeared about August 1, and from then until the end of October there was a succession of fancy blooms.

These California Giant Asters are offered by us in two classes—the curled and interlaced type, wherein the petals are of irregular formation, beautifully curled, twisted and reflexed after the manner of some of the Japanese chrysanthemums; and the more formal, or incurved type, generally known as peony-flowered. Both are splendid keepers. Flowers sent by us from Montebello to New York by express—a severe test—arrived in good condition and lasted several days.

This race of Asters is distinctly a Howard & Smith production that has won recognition around the earth, and the seed comes direct from the originators to you, a fact eliminating all uncertainty as to its superlative standard. To keep our stocks absolutely clean we change land each season, an important factor not only in the production of seed by us but also of the best flowers in your garden.

Every plant of our extensive field cultures has been carefully rogued for type, color and other qualities and the strains so improved that no better seed can be found in the world. It is of very high germination and our customers report most gratifying results.

H. & S. CALIFORNIA GIANT PEONY-FLOWERED ASTERS

This class is of the same non-lateral-branching habit as the curled and interlaced type but the flowers are more formal in their petal arrangement. The blossoms, which are more or less irregularly incurved, do not attain the huge proportions of the curled and interlaced sorts but are consistently large, ranging on normally-grown plants from 4½ to 5 inches in diameter and occasionally 6. The height of the plants is 2½ to 3 feet.

TWO LOVELY NOVELTIES

NEW GIANT PEONY-FLOWERED SWANSDOWN.

A magnificent pure-white Aster of gigantic size and substance. The grand blossoms are poised with exquisite grace on lean individual stems 15 to 18 inches long—absolutely perfect for cutting purposes as well as snowy show in the garden. Beyond question the finest white of the type yet developed.

Per packet, 50c

NEW GIANT PEONY-FLOWERED MAIDEN'S

BLUSH. A replica of Swansdown in size, length of stem, good substance of flower and other particulars, but differing in color. As the name implies, this variety is a superb shade of pure shell-pink, beautiful in the extreme. Per packet, 50c

GIANT PEONY-FLOWERED AZURE FAIRY.

A fine companion by way of color to our others of this type. The flowers are of splendid form and substance, compactly built but extremely large, and borne on the best of stems. Its glorious shade of cerulean stamps it as simply admirable, being of a quality not matched in any other blossom we could name. Per packet, 25c

GIANT PEONY-FLOWERED PEACH BLOSSOM.

Greatly improved this year over any strain we have ever distributed. The non-lateral-branching plant is of very erect habit with a fine spread of stems. A wonderful keeper and a lovely color—pure peach-blossom pink. Upon opening the flowers are a delicate soft-pink, changing to the richer shade as they mature. Per packet, 25c

NEW GIANT PEONY-FLOWERED PURPLE. A very pleasing shade of royal purple and one of the finest flowers of this type. The large perfect blooms are held erect on strong, slender stems. A fine keeper. Splendid for cutting purposes. Per packet, 25c

NEW GIANT PEONY-FLOWERED ROSE. A much sought after color and a general favorite for cutting purposes. Blossoms very large and beautifully incurved.

SPECIAL OFFER: One packet each of the above 6 H. & S. California Giant Peony-Flowered Asters, postpaid, \$1.50.

GIANT PEONY-FLOWERED Mixed. The foregoing colors in a balanced assortment. Per packet, 25c

H. & S. CALIFORNIA GIANT CURLED AND INTERLACED ASTERS

We are able to offer these in a rich color series even more comprehensive than those of the giant peony-flowered section. The stunning blossoms of the curled and interlaced type resemble the chrysanthemum rather than the Aster, and will average $\frac{1}{4}$ to 1-3 larger than the peony-flowered class. We have on file commendatory letters from Australia, England and other parts of the world where, in particularly-favored localities, the blooms of this strain have attained the tremendous size of 7 to 8 inches! They are borne superbly erect on long, rigid stems and possess notably good keeping qualities.

A SUPERB NOVELTY ASTER FOR THE SEASON OF 1932

GIANT CURLED AND INTERLACED APPLE BLOSSOM. No description can adequately convey even a fair idea of this superlatively magnificent new Aster. The blossoms are of enormous size, reaching a diameter of five to six inches, full double, and are composed of long broad curled and interlaced petals which build to a flower of exquisite refinement and beauty, and although of gigantic size do not show the slightest trace of coarseness.

Its lovely shade of Apple Blossom is not unlike that delightful color to be noted in an Enchantress Supreme Carnation. It is a color always in demand and we feel in presenting this splendid and hitherto unknown shade that we have attained the apex of improvement to be noted to date in Asters of its class. A grand cutting variety and one which will please you. Per packet, 50c

GIANT CURLED AND INTERLACED WHITE. This immaculate Aster is the result of a number of years' work in rigid roguing and selection in complete our color series and has become the supreme pure-white of its type. The great, fluffy, chrysanthemum-like flowers are impressively beautiful. The plants have the non-lateral-branching stem characteristic of the others of this race.

Per packet, 25c

GIANT CURLED AND INTERLACED PEACH BLOSSOM. One of the largest-flowered of the various Asters in this particular group, identical in color with the peony-flowered Peach Blossom, but bearing mammoth, fluffy blooms presenting the appearance of prize shaggy Japanese chrysanthemums. An exquisite shade of peachblossom overlying a white ground. Prized for cutting purposes.

Per packet, 25c

GIANT CURLED AND INTERLACED BRIGHT ROSE. Very fine and a fitting companion to the Giant White and others of this section. The charming color—deep, rich rose—is pure and even throughout the flower; and this is of enormous size, frequently 6 inches or over in diameter. Truly

a magnificent variety and accordingly popular in the garden and as a cut-flower. Per packet, 25c

GIANT CURLED AND INTERLACED AZURE BLUE. A shade of wonderful effectiveness, slightly lighter than that of the peony-flowered *Azure Fairy*. The blooms are simply phenomenal in proportions and of wonderful build, the petals being especially-beautifully curved and interlaced. The whole effect is of informal character of structure, with an elegant form and finish. Per packet, 25c

GIANT CURLED AND INTERLACED PURPLE. Splendid Elks' purple—not one of those nondescript shades which are so apparent in many strains of Asters. No queen e'er was graced by a robe of richer hue. One of the most effective and popular of all colors. The flowers have the same immense size and elegant formation as the preceding varieties. Magnificent for cutting. Well-grown plants often reach a height of $3\frac{1}{2}$ feet. Per packet, 25c

SPECIAL OFFER: One packet each of the above 6 H. & S. California Giant Curled and Interlaced Asters, postpaid, \$1.25.

GIANT CURLED AND INTERLACED Mixed. A balanced selection including the foregoing sorts. Per packet, 25c

New Single Asters

H. & S. GIANTS OF CALIFORNIA

In these novelty Asters, now offered for the first time, we feel that we are putting out a subject of extraordinary merit. They are of the same race as the H. & S. California Giant Non-Lateral-Branching Peony-Flowered and Curled and Interlaced Types; but instead of being double the blossoms are single, large, lacy and graceful. The plants are vigorous growers, attaining a height of $2\frac{1}{2}$ to 3 feet. The stems are long and sturdy and the blooms 4 to 5 inches across. They are grand keepers, lovely decoratives, and especially valuable for cutting purposes.

These handsome new single Asters are offered only in mixed colors and present a wide range of attractive shades—pure-white, lavender, turquoise, indigo, soft-rose, shell-pink, lilac, peachblossom, etc. Per packet, 25c



Vigoro, a Swift & Company national product manufactured in Southern California, is properly balanced, supplies all the elements required, and brings not only immediate and certain, but lasting results. It is clean, odorless, easily applied, and the cost comparatively small—10 to 20 cents per 100 square feet of lawn, for example.

Vigoro supplies the correct nourishment needed for maximum growth, production and beauty. A boon to plant life and to lovers of plant life. Vigoro means Grow!

PRICES:

100-pound bag, \$6; 50 pounds, \$3.75; 25 pounds, \$2; 5-pound carton, 60c.

SOLD IN ANY QUANTITY BY

Howard & Smith

Two Very Choice Howard & Smith Novelties in Bedding Begonias

CHRISTMAS CHEER. The flowers of this magnificent novelty in the ever-blooming or semperflorens section of hardy bedding Begonia are enormous, attaining a diameter often in excess of 2 inches. The spreading plants are literally smothered with bloom the season through, presenting a charmingly-fresh and bright color—a distinct shade of rich cherry-crimson. Particularly good for bedding purposes, thriving even in partial shade, though full sun is preferable. One of the greatest advances yet made in this elegant type of Begonia. Per packet, 25c

CHRISTMAS PINK. Recommended as a strikingly-fine companion to the above variety. Identical in all respects excepting color, which is a wonderful pink, pure, rich and glowing, making a glorious display. Per packet, 25c

NOTE: In addition to the seed offered above we can supply very fine plants from 2½-inch pots at \$1.50 per dozen.



Flowering spike of our select strain of
Giant White Candytuft.

CANDYTUFT

GIANT HYACINTH-FLOWERED WHITE. Beautiful hyacinth-shaped spikes. Largest and best white grown. Candytuft is one of the most popular annuals to give beds and borders masses of summer color and this fine white brings out the values of the others. Height 10-12 inches. Per packet, 15c

CARMINE. Very rich shade. Per packet, 10c

CRIMSON. Handsome, deep color. Per packet, 10c

LILAC. A clear mauve. Per packet, 10c

ROSE-CARDINAL. Brilliant rosy-red. Very effective for bedding. Per packet, 15c

MIXED. Good assortment. Per packet, 10c

CARNATION

GIANT DOUBLE MIXED. A grand strain raised by Chabaud, the famous French specialist, which blooms within 5 months after sowing and continues to produce its immense nicely-fringed, intensely-fragrant double flowers in great profusion indefinitely. Plants attain a height of 18 inches to 2 feet. This mixture contains many choice colors—blood-red, yellow, rose, scarlet, flesh-pink, white and others. Per packet, 25c

CELOSIA PLUMOSA

(GIANT PLUMED COCKSCOMB)

H. & S. PRIZE DWARF CRIMSON. An especially fine variety of this useful and showy summer bedding plant. Attains a height of about 18 inches and each plant becomes a neat, bushy, compact specimen covered with beautiful plume-like spikes of bloom of glowing scarlet-crimson. Comes almost entirely true from seed. Per packet, 15c

H. & S. PRIZE DWARF GOLDEN. A perfect companion to the foregoing, being an exact replica in every respect but color. This is a splendid deep golden-yellow of peculiar brightness. The effective spikes surmount similarly handsome plants, equally excellent for summer bedding. Per packet, 15c

H. & S. PRIZE TALL Mixed. An impressive selection of parrot-feathered Cockscob of compact habit with tall, massive plumes. We have improved this strain during a number of years and do not believe it can be excelled, if equalled, by any on the market. From yellow through the countless intervening shades of rose, carmine, crimson and bronze is the broad color range. Per packet, 15c

CELOSIA CHILDSII

(CHINESE WOLFFLOWER)

This splendid annual belongs to the Cockscob family but differs from the pyramidal-flowered Celosia in that the inflorescence is ball-shaped, the heads of bloom being 4 or 5 inches in diameter and interesting because of their round form. They are freely produced on stout branching compact plants. The color is dark crimson. Grows 15 inches tall.

Per packet, 15c

COLUMBINE (Aquilegia)

H. & S. NEW GIANT-FLOWERING

This is a grand strain of the giant long-spurred type in a color series of matchless beauty. These plants of airy grace and generous bloom are grown with extreme ease and the flowers are exquisite for cutting and garden color masses. Our selection of shades is practically fixed and a very high percentage will come true. Blossoms of superb quality and form. Among the loveliest of perennials.

BLUE SHADES. The splendid complete range from light to dark blue. Per packet, 25c

PINK SHADES. Contains the choice tones from light pink to darkest rose. Per packet, 25c

SCARLET SHADES. Very rich, ranging from light to dark scarlet and crimson. Per packet, 25c

MIXED. All shades from pure white to pink, rose, red, yellow, crimson, blue and bi-colors.

Per packet, 25c

CYNOGLOSSUM

AMABILE, Myosotis Blue. A decidedly attractive hardy annual recently introduced from China, of easy culture, and ideal for bedding as well as cut-flower purposes. Its blossoms are borne on graceful branches from 18 to 20 inches tall and if cut as they bloom there will be a succession of flowers the summer through. An interesting and pleasing subject.

Per packet, 15c

DELPHINIUM

(PERENNIAL LARKSPUR)

H. & S. HYBRIDS—BLUE SHADES. Though shades of blue are exceedingly rare in flowers there is hardly a tone that cannot be found in this choice strain of perennial Larkspurs. Our seed is saved from a magnificent collection—one absolutely unexcelled in quality—and the results are correspondingly fine. Among many other tones in the mixture are sapphire, turquoise, gentian and sky-blue. Larkspur are wellnigh indispensable as back-row flowers in the herbaceous border and invariably the most prized and conspicuous herbaceous plants in English gardens. Per packet, 25c

BELLADONNA. The flowers of this splendid improved variety of perennial Delphinium are an exquisite sky-blue, borne on long, wiry stems, and particularly valuable for cutting. Blooms uninterruptedly from early spring until late autumn and the clumps last from season to season. Per packet, 25c

BLUE BUTTERFLY. Handsome dwarf biennial growing about 18 inches high, with rich bright-blue flowers. This variety is easily grown from seed and blooms in a comparatively short period after sowing. Per packet, 25c

AZURE FAIRY. Fine companion to Blue Butterfly, being a dainty dwarf biennial that attains a height of about a foot. Flowers are a distinct azure-blue and freely produced from early spring to late autumn. Per packet, 25c

CLIVEDEN BEAUTY. A lovely deep azure blue Delphinium more or less similar to Belladonna in habit of growth and equally free flowering. Its large single blossoms are daintily spaced on strong wiry stems. This is a gem for cutting and is a truly perpetual bloomer. We highly recommend this variety to you. It will please. Per packet, 25c

DIANTHUS CHINENSIS

IMMENSE FLOWERS, MANY COLORS

EXTRA-CHOICE DOUBLE MIXED. A magnificent strain of double-flowered Chinese Pinks embracing a wonderful range of colors, from purest white to darkest crimson, with all the intervening shades of salmon, pink, rose, bright scarlet, and many bi-colored blossoms of handsome two-tone effect. Many are beautifully striped and penciled, presenting a bizarre appearance. The flowers are of immense size, the petals deeply dentate and fringed after the manner of a choice Carnation. Our strain is not to be confused with the ordinary double Dianthus generally grown. Sown at this season they will give you a wealth of lovely, long-stemmed flowers for early-spring cutting. Per packet, 25c

GIANT-FLOWERED DIANTHUS CHARMING DOUBLE FRINGED

"IMPERATOR" STRAIN. This is a truly regal strain of double fringed Dianthus characterized by the marvelous size of its flowers, equalling in many instances those of the largest types of Carnations. The blossoms are exceedingly full and double, with petals deeply lacinated and the whole effect charmingly lacelike. The color range is most comprehensive, shading from pure white to pink, crimson, etc. The plants are strong growers and attain a height of 15 inches when in full bloom. They have special value for cutting purposes and rank equally



Dianthus Chinensis, Immense Double Pinks

high for their bright bedding effect when massed in the garden. We thoroughly recommend this strain as one of the best extant. Per packet, 25c

DIANTHUS NOBILIS RUFFLED AND INFORMAL

LARGE-FLOWERED SINGLE. A singularly beautiful type. The flowers are strikingly marbled and blotched—crimson on a salmon ground and white on crimson, while others are a pure self-tone extending from elegant white through all the intervening colors to dark crimson and maroon. On many of the blossoms the petals have a ruffled contour which greatly enhances the beauty and informality of the flowers. Per packet, 25c

DAHLIA

Dahlias can be easily raised from seed and flowered the same season. By sowing any time from February to the end of April a bountiful crop of bloom may be assured during the following September, October and November. We offer seed harvested from our very finest shy-seeding named varieties.

H. & S. PRIZE DAHLIA MIXTURE. Various splendid sorts may be raised from a packet of this seed. The selection includes seed from the best cactus, decorative, peony-flowered and show types.

Per packet, 25c

GERBERA

(TRANSVAAL DAISY)

H. & S. PRIZE MIXED. The finest strain of these beautiful flowers in a wonderful color range, shading from white through cream to yellow and orange and from flesh-pink to rich crimson, as well as salmon shades. Readily grown from seed, blooming the first season after sowing. They are unexcelled as cut flowers, keeping over a week in water, and harmonizing in any setting. This extra-choice mixture includes practically all colors. Strong perennial, increasing from year to year.

Per packet, 50c



HOLLYHOCK EMPEROR
A Superb New Type

HOLLYHOCKS**IMPERATOR New Double**

A sensational new variety, lovely and entirely original. The plant rises to a stately height and bears flowers 5½ to 6½ inches across, consisting of wide outer petals elegantly frilled and deeply fringed, with a double rosette 2 inches in diameter in the center. The whole suggests a crested begonia on a large scale. Various tints of great beauty are included in the coloring—such as cerise-salmon with center of cream reflecting rose; delicate pink with rose center flushed yellow; light yellow flushed rose with canary center, and many other charming combinations of varied tints. Branching from the base the plants form majestic clumps, and the lateral stems can be utilized in vases for decorative purposes. The last word in Hollyhocks. Mixed colors.

Per packet, 25c

HOLLYHOCK

SUPERB TYPES AND COLORS

DOUBLE EXQUISITE. This Hollyhock—a grand new strain—will delight lovers of the old-fashioned flower in its most modern and elegant form. The blossoms are very large, charmingly bright and fresh in color, and beautifully fringed and frilled or deeply dentate. Their loveliness is enhanced by the evenness with which they are placed on tall, stately spikes. In this appropriately-named strain much of the stiff effect of the older types is lacking. Double Exquisite carries our highest recommendation. Per packet, 25c

Ours is a superb strain of the finest types of double Hollyhocks extant, in clean, decided colors. Sown in the fall the seed will germinate when the rains come and bloom all the next summer and autumn. As back-row plants there is nothing more attractive.

- BLOOD RED.** Fine, glowing red. Per packet, 15c
- DOUBLE ROSE.** A glorious shade of pure rose-pink. Huge flowers. Per packet, 15c
- FAUST.** Richest dark-maroon. Per packet, 15c
- NEWPORT PINK.** Glistening pink. Per packet, 15c
- WHITE.** Pure snow-white, lovely. Per packet, 15c
- YELLOW.** Bright as virgin gold. Per packet, 15c
- DOUBLE MIXED.** All above colors. Per packet, 15c

HUNNEMANNIA

(MEXICAN POPPY)

FUMARIAEFOLIA. This fine native of Mexico, variously referred to as Giant Yellow Tulip Poppy, Santa Barbara Poppy or Bush Eschscholtzia, is the best of the entire family for cutting, the flowers keeping for several days. They are large, exceedingly graceful, buttercup-yellow, and produced in wonderful profusion during a long period. The plants grow bushy, about 2 feet high, and have feathery glaucous foliage. Per packet, 10c

LINARIA MAROCANA

EXCELSA HYBRIDS. Dwarf Linarias in a wonderful range of colors—a splendid strain. Small flowers like miniature larkspurs, densely borne on slender stems, they make veritable masses of color when in full bloom. Exquisite in beds or borders.

Per packet, 15c

LINUM (Flax)

- GRANDIFLORUM RUBRUM.** Elegant free-flowering bedding annual with masses of brilliant scarlet-crimson flowers that attract immediate attention. Easily grown. Height 15 inches. Per packet, 10c
- ROSEUM.** A fine rose-red. Per packet, 15c
- PERENNE BLUE.** Bright-blue flowers. Grows 2 feet tall. Perennial. Per packet, 10c

LUPIN

NEW REGAL PERENNIALS

POLYPHYLLUS HYBRIDS. The hardiness of these perennial Lupins and their adaptability to so many purposes in garden ornamentation makes them exceedingly valuable. Handsome spikes of delicately scented flowers are produced throughout a long season. These hybrids are the result of many years' painstaking crossing and selection, and the mixture blue, lilac, pink, etc.

Per packet, 15c

LARKSPUR

DOUBLE STOCK-FLOWERED

Among the best-known of annual garden flowers, and greatly improved in recent years in size and color of blossoms and habit of plant. They are quite hardy and produce during a long period graceful and attractive spikes of bright bloom. Splendid for mass effects in borders or for bedding, a grouping of the various shades adding to the charm of any garden. Stand well when cut and are lovely vase subjects.

GLORIOUS QUARTET OF NEW LARKSPURS

The greatest advancement that has been made in the new and valuable tall double Stock-flowered upright or Delphinium type of Larkspurs is represented in the following group of supreme novelties. All are exceptionally beautiful and meritorious in every respect. They are magnificent garden decoratives and splendid, lasting cut-flowers:

CARMINE KING. First of the deep carmine-rose shades in the type, fully true in form and color, and just the right tone to be markedly showy. The flowers are extremely double, large, and from the manner in which they are placed give the impression of Delphinium spikes. The latter are of great length, and even the numerous laterals may be cut up to 2 feet long. Free-blooming.

LA FRANCE. Large, well-formed double flowers of a pleasing shade of salmon-pink, evenly placed on long stems, and highly attractive. Vigorous in growth and floriferous, it produces many laterals from the crown stem, each a fine spike of blooms. Like the others here listed La France has healthy, handsome green foliage.

LOS ANGELES. Of practically the same growing habit as the preceding but with a richer color and foliage a much darker green, which makes the blossoms stand out more prominently. An overlay of brilliant rose on the salmon ground brings about the difference in shade. Both Los Angeles and La France are particularly lovely in artificial light.

MISS CALIFORNIA. The latest development in the type and indeed a gem. The color is a marvelous deep pink on a salmon ground and decidedly effective in any light. Miss California is the most distinctly Delphinium-like of any variety yet introduced. An elegant acquisition to the fascinating new class of Larkspurs.

Any of the above important novelties, per packet, 25c; **SPECIAL OFFER**, the set of 4, 75c.

EXQUISITE PINK IMPROVED. A new strain with a wonderfully improved form and exquisite in color—a much-wanted beautiful soft-pink shaded salmon. Comes practically 100 per cent true. Similar to the perennial delphiniums in upright habit. Flowers most charming when cut and equally effective in the garden. Per packet, 25c

AGERATUM BLUE. Unusual shade. Per packet, 15c

LILAC. A very beautiful tone. Per packet, 15c

MAUVE-ROSE. Appealing blend. Per packet, 15c

TRI-COLOR. Oddly variegated. Per packet, 15c

VIOLET. An elegant shade. Per packet, 15c

ROSY-SCARLET. Warm color. Per packet, 15c

VIOLET-PURPLE. Effective. Per packet, 15c

A fine companion to the above. Per packet, 15c

WHITE. Exceedingly pure. Per packet, 15c



La France, One of the Lovely New Larkspurs

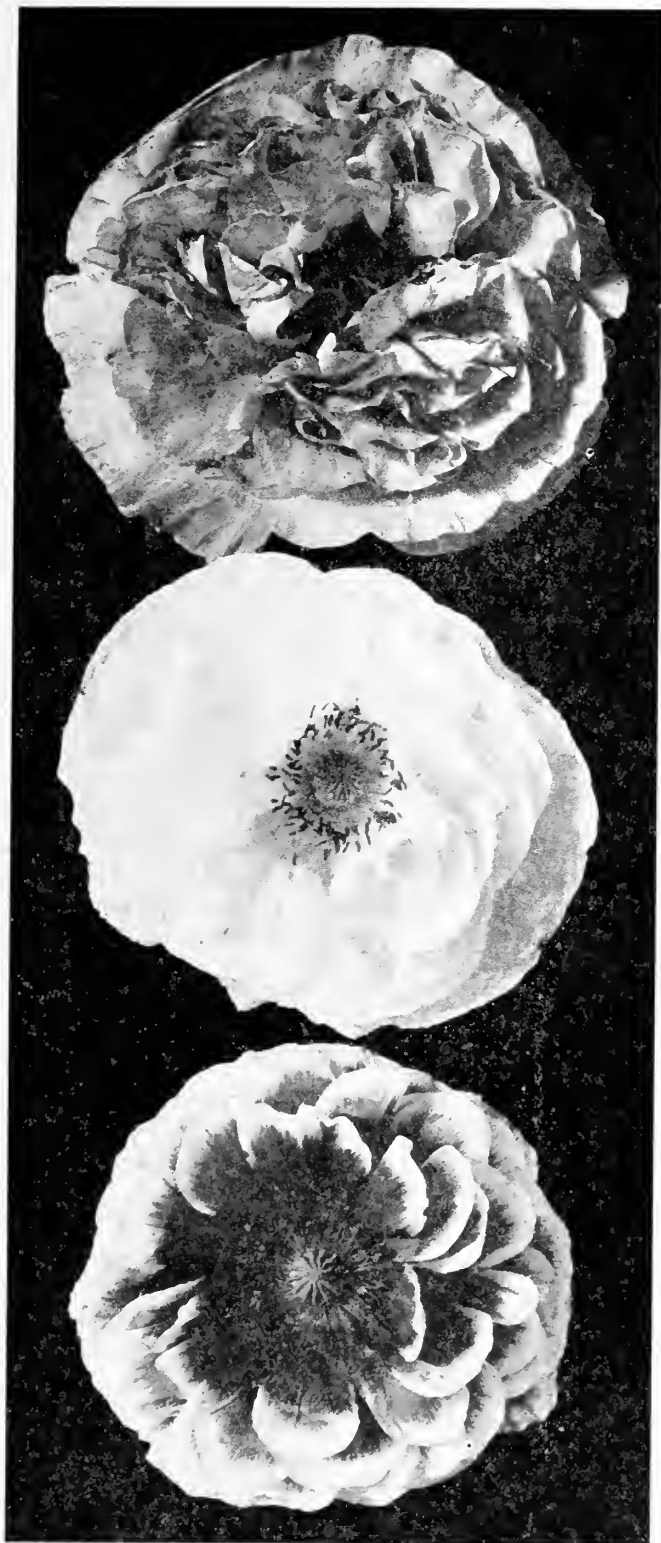
PHLOX Annual

Annual Phloxes have been developed to the point where they produce flowers as large as those of the perennial border species and in an even better and more varied range of colors. In gardens where masses of bloom are desired nothing can equal the display these will make; and since they will withstand rough treatment and give results under conditions which most plants could not survive they are adaptable almost anywhere.

GRANDIFLORA Mixed. An exceedingly choice strain containing a wide range of colors. Height 12 inches. Per packet, 15c

NANA COMPACTA FIREBALL. Deep red, and the handsomest dwarf bedding Phlox in existence. Height 8 inches. Per packet, 15c

NANA COMPACTA SNOWBALL. Pure white dwarf. Per packet, 15c



H. & S. Ranunculus-Flowered Poppies

The picture noted above depicts a few blossoms of our beautiful strain of annual Ranunculus-flowered Poppies.

These flowers were picked at random from our large culture and are truly representative of the shape of the flowers, but much reduced in size.

If plant lovers were able to visualize the beauty incorporated in the riot of delightful colors manifest in this strain they would be more frequently planted. If you have a sunny spot in your garden, sow a packet or two—the results will please you.

POPPIES

The following strains are very fine and should be planted now for spring blooming.

CARNATION-FLOWERED. Splendid strain of perfectly double annual Poppies with blossoms beautifully fringed and resembling in general appearance giant-flowered carnations. A splendid mixture of all colors from pure white through the various shades of soft pink, rose and red. Per packet, 15c

PEONY-FLOWERED. Largest flowered of all the annual species of Poppy. Blooms are of enormous size, perfectly double, and charmingly fringed. A very wide range of colors is represented in this mixed strain. Per packet, 10c

RANUNCULUS-FLOWERED. A beautiful race of Poppies strongly resembling the ranunculus, having bright double flowers with thin paper-like petals. Comes in a good range of fine colors, both selfs and combinations, and makes a brilliant display. Annual, growing 2 to 2½ feet tall. In separate colors and combinations as follows: Red Edged White, Dark Red, Rose, Scarlet, Scarlet Edged White, Slate Gray, White, and Mixed. Per packet, 15c

ELDORADO. As lovely a strain as ever has been introduced and which might be regarded as an improvement over the Shirley type. All the colors are markedly fresh and bright and a bed in full bloom is a magnificent sight. Lovely shades of orange-salmon, soft shell-pink, orange-scarlet, terra cotta and dazzling white are prominent in the unusual color series of this strain. Occurring both in double and semi-double forms, the flowers possess a grace and beauty of appeal to everyone. We offer a splendid mixture containing all the colors, with a high percentage of doubles. Per packet, 15c

GLAUCUM (TULIP-FLOWERED). Single-flowered, tulip-like and handsome, in color a gorgeous scarlet. An annual variety quite unlike the others. Per packet, 15c

ICELAND—NEW SUNBEAM STRAIN. A superb recent development of the hardy perennial Iceland Poppy species that delights all who see it. Of dwarf habit, the plants form dense clumps from which issue long-stemmed flowers in various shades of orange, orange-scarlet, lemon, maize and white. The foliage is bright-green and fern-like. The blossoms, picked in bud, are most useful for cutting, possessing good keeping qualities. Profuse bloomers. Sow seed in autumn for late-winter and early-spring flowering. Mixed. Per packet, 25c

MARIGOLD

These old-favorite free-flowering annuals, of easy culture and splendid attractiveness, are ever becoming more popular. The African types produce double flowers 3 to 4 inches in diameter. The French sorts are of more compact growth, with double flowers variously blotched and marked in shades of maroon, brown, yellow, etc. We particularly recommend our tall African Marigolds, believing that the strain cannot be excelled.

GIANT AFRICAN ORANGE. Absolutely perfect, large flowers, an intense shade of golden-orange that is exceedingly rich and effective. Eminently adapted for cutting purposes. Per packet, 10c

GIANT AFRICAN LEMON. Identical with the above but the handsome flowers deep lemon-yellow. Splendid decoratives. Per packet, 10c

GIANT AFRICAN Mixed. A pleasing selection of the orange and lemon shades. Per packet, 10c

FRENCH GIANT DOUBLE Mixed. A superior selection of the pretty striped Grandiflora class, the flowers varying in color through the shades of brown, yellow, maroon. Per packet 15c

FRENCH DWARF MARIGOLDS

LEGION OF HONOR. One of the gems of this class, with golden-yellow single flowers beautifully marked with a blotch of velvety-crimson at the base of each petal, and so profusely produced that they cover the plants, which attain a height of 9 to 12 inches. Ideal in mass effect or for borders. Per packet, 10c

STAR OF INDIA. Double flowers of deep-crimson charmingly striped with golden-yellow, a pretty Marigold suitable for bedding or edging purposes. Per packet, 10c

GOLDEN BALL. Dazzling pure golden-yellow, with double flowers of good size, making a very effective golden line or bed. Per packet, 10c

FIRE CROSS. As brilliant as its name suggests and a conspicuous double dwarf that arrests attention. Per packet, 10c

FRENCH DWARF Mixed. Includes the above four varieties. Per packet, 10c

New Double Nasturtium Golden Glean

A Sensational and Meritorious Novelty in
Annuals for 1932

The potential value of this superb Nasturtium used either as a bedding plant or in window boxes, etc., can scarcely be overestimated, as it is the first really double form coming true from seed in the annual class of Nasturtiums, and promises to be the progenitor of a new race and type in these favorite garden annuals.

The blossoms are double, and as may be inferred from the name, are a bright shade of golden yellow.

The plants come into blossom quickly, from spring sown seed, and furnish a continuous display of color until frost. A novelty of paramount worth and one you will enjoy having in your garden. Stock of seed limited. Sweetly scented. Per packet, 25c

SCABIOSA CAUCASICA

LOVELY NEW HYBRIDS

A magnificent new strain of hybrids of the Caucasica type with beautifully-frilled both single and semi-double flowers in a color series of matchless beauty. Exquisite shades of sky-blue, lavender, grayish-blue, dark-blue and white are among the many to be noted. Blossoms enormous, with a distinct grace and delicacy in their lace-like appearance, and gems for cutting. Well-established clumps bloom season after season, from midwinter right on through spring. A highly meritorious introduction among perennial plants. Mixed. Per packet, 25c

SCABIOUS

ADMIRABLE NOVELTIES

H. & S. IMPROVED AZURE FAIRY. True light blue, a pure, uniform shade without the white that manifests itself in ordinary varieties. Blossoms of enormous size, perfectly double and of ultra-refined form and finish—a great improvement throughout. Aside from all other wonderful qualities its color makes it highly desirable because of the rarity of blue flowers generally.

PEACH BLOSSOM. An especially beautiful new variety and the best of its color for outdoor attractiveness and cutting purposes—a warm shade of rose that is a delight in the garden but even more rich and handsome in the glow of artificial light. Giant flowers of admirable form.

SHASTA. Finest white ever introduced and a conspicuous and worthy companion to the two preceding varieties. As pure in tone as the snow on the mountain for which it is named. Mammoth blossoms, fascinating in bouquets or for whatever purpose used.

Per packet, 25c. **SPECIAL,** one packet each of the three novelties, 50c.

Sweet Scabious is without question one of our most beautiful and useful garden subjects, attractive and showy outdoors and particularly desirable for bouquets. The old-fashioned popular biennial has been vastly improved, is hardy, and may be cut back after flowering, when a new crop will follow. Especially good for winter and spring, providing splendid decoratives for use indoors when other blossoms are scarce. The color range of these "Grandmother's Pin Cushions" is impressive, embracing both the richest and the most delicate shades. Their easy culture, extended blooming season and other good qualities make them a real home essential. They grow tall and the exquisite blooms, particularly of the novelty types, are huge, long-stemmed, very lasting, and charming for vases and table decoration. Our collection of distinct and lovely kinds, all very full double high-centered flowers up to 2½ inches in diameter, is complete.

The following six are double Scabious of fine colors:

AGERATUM-BLUE. Soft yet pronounced shade and strikingly effective in these large flowers.

REDDISH-BLACK. Deep, velvety, so dark that it stands out in bold contrast among all the others.

DEEP-ROSE. A rose tone of extraordinary richness and a favorite for cut-flower purposes.

LILAC-ROSE. An exquisite color—light rose with lilac tint—pleasing for home-decorative uses.

SULPHUR-YELLOW. The most delicate tint of yellow in a blossom of fine size and decided effectiveness.

AMARANTH-RED AND WHITE. Warm red with occasional breaks of white, a combination of charm.

Any of the above six separate colors, per packet, 15c.

SPECIAL, the collection of six, 75c. **MIXED,** per packet, 15c.

ZINNIAS--*New Giant Flowered*

HUGE BLOSSOMS IN MAGNIFICENT COLORS

OUR GRAND new strain of giant-flowered Zinnias, now developed to the height of perfection, bears blossoms of matchless form and enormous as to size, attaining an average diameter of 6 inches under favorable cultural conditions. Well-branched and of sturdy growth, the plants bloom without intermission from early summer to late autumn. The flowers are invaluable for cutting or brilliant stretches in the garden. All the seed offered in separate colors has been grown by us in blocks and carefully segregated but certain variations may be expected to appear nevertheless; such color variations will, however, be in flowers of the same type and equally fine for cutting.

A Glorious Novelty for 1932—New Zinnia Coral Queen

We have been several years perfecting this superb new Zinnia and take pleasure at this time in calling same to your attention.

It might be classed as belonging to the Giant Plenissima class, with its huge flowers and beautifully reflexed petals.

It is not, however, its size or form alone which give it value, but its glorious luminous color. The latter is difficult to describe and as near as we conceive it, is a lustrous coral-salmon with a cerise reflex to the opening petals. A large reach of this at our Rivera trial grounds evoked unstinted admiration from those of our customers fortunate enough to inspect the trials. Only a very limited stock to offer this season. Don't fail to try it—it's good.

Per packet, 50c

GREAT DAHLIA-FLOWERED ZINNIAS

This lovely new type of Zinnias produces handsome, thick, double flowers of colossal proportions, charmingly incurved, extremely decorative and peerless garden and vase subjects. These blossoms are similar in shape to the double decorative dahlias and often in excess of 6 inches across with a depth of 3 to 4 inches. The plants are of strong, vigorous habit, usually 3 feet or higher. We offer the outstanding distinct colors as well as a splendid mixture:

CANARY BIRD. Bright canary-yellow and makes a beautiful showing by virtue of fine color and immense blossoms. Per packet, 25c

CRIMSON MONARCH. An especially brilliant and pleasing shade of chestnut-crimson and a regal subject. This extra-fine selection bears blooms of mammoth, impressive build. Per packet, 25c

EXQUISITE. A superb variety in every way meriting its name. The color in the large opening flowers is a wonderful shade of bright Tyrian-rose perhaps not approached by any other Zinnia.

Per packet, 25c

GOLDEN STATE. Dark-orange with a deeper-toned center and one of the most attractive. A glowing color and a replica of Exquisite as to size.

Per packet, 25c

ORIOLE. Tawny-orange with the center of the blossom a deeper hue, the whole a gorgeous color presentment. Somewhat similar to Golden State but quite different in the mass, the general effect of a bed being darker.

Per packet, 25c

SPECIAL OFFER: One packet each of the 5 dahlia-flowered Zinnias, a splendid assortment, postpaid, \$1.00.

DAHLIA-FLOWERED Mixed. Comprises all the above varieties in its range of colors and also many unusual shades not yet sufficiently fixed to be offered separately, such as salmon, old-rose, cerise, strawberry-red, etc.

Per packet, 25c

H. & S. PASTEL SHADES, GIANT-FLOWERED

Here is a notably-fine selection in the giant-flowered type of Zinnias which we can offer in a highly-perfected form and which our customers will find simply exquisite as to colorings. In addition the

enormous flowers are models in every respect and particularly valuable for cutting purposes because of the delicate hues obtainable. This strain is replete with the most refined shades of salmon-rose, bright-pink, burnt-orange, cerise and many others, with a marked absence of the purples, magentas and so on which would be objectionable. The finest group of the kind extant.

Per packet, 25c

H. & S. PRIZE GOLDEN YELLOW. A vivid shade of deep, rich yellow.

Per packet, 15c

H. & S. PRIZE SCARLET and CRIMSON SHADES. A marvelous series of these brilliant, glowing colors.

Per packet, 15c

H. & S. PRIZE SULPHUR-YELLOW. Dainty shade of light yellow.

Per packet, 15c

H. & S. PRIZE WHITE. Of immaculate whiteness.

Per packet, 15c

SPECIAL OFFER: One packet each of the above 4 splendid varieties, postpaid, 50c.

H. & S. PRIZE MIXED. All the above in a balanced assortment.

Per packet, 15c

LILLIPUT OR POMPON ZINNIAS

This is a very pretty type of elegant small densely-double Zinnias of compact habit, splendid for borders.

CANARY. Bright and striking canary-yellow.

Per packet, 15c

CRIMSON. Superb crimson, exceedingly rich.

Per packet, 15c

GOLDEN YELLOW. An appealing golden shade.

Per packet, 15c

SALMON-ROSE. Most popular of all colors.

Per packet, 15c

SCARLET. So dazzling that it glows.

Per packet, 15c

WHITE. Pure as the whitest lily.

Per packet, 15c

SPECIAL OFFER: One packet each of the 6 varieties, a model group, postpaid, 75c.

LILLIPUT ZINNIAS Mixed. Contains all the colors.

Per packet, 15c

New Montbretias

We consider these new giant-flowered types one of the most noteworthy additions of many years to the list of bulbous plants. They fairly eclipse the older types common in gardens everywhere and are beautiful as outdoor subjects and very valuable for cutting purposes.

The blossoms on the marvelous novelties offered below are immense, attaining a diameter of 3 to 4 inches, with broad, overlapping petals beautifully poised in spray-like formation on gracefully arched spikes 3 to 4 feet high. Foliage is long and glossy, dark-green, Gladiolus-like in shape, but narrower, and forms a beautiful foil to the splendid spikes of bloom.

The bulbs increase rapidly and soon form large clumps which with the advent of the autumn months present a glorious sheet of color. You may think us over-enthusiastic regarding these Montbretias, but we can assure you that had you been able to see the reaches of bloom and the beauty of the mass effect they showed at our trials the past season, you would agree with us that we have not said enough.

For more than 30 years our policy has been to send out novelties of proven merit only, a policy which has gained for this firm an enviable position, and in recommending these lovely new Montbretias we are directing your attention to one of the most meritorious novelties of recent times. We are sure that when you flower them in your garden you will concur in our opinion. We offer for immediate delivery the following seven magnificent sorts, with others to follow as stock permits:

GOLDFINCH. One of the most brilliant and decorative of all Montbretias, a late variety that makes a dashing display after nearly all the others have ceased blooming. It bears graceful branching heads of flowers of splendid size, bright canary-yellow with small maroon blotches at the center, the outer petals heavily shaded rich cherry-scarlet—a color combination of particularly handsome effect. Height about 3 feet.

HIS MAJESTY. A glorious free-flowering variety which produces on established clumps a veritable sheaf of flower spikes. One of the tallest of all, reaching a height of 4 feet and bearing blossoms 3 to 4 inches across, and a large number of each on gracefully-arranged branching spikes.

(Continued on next page)

Graceful New Types for Garden and Vase



Una, a Splendid Example of the Latest and Best Strain of Montbretias, the Giant-Flowered English Hybrids.

Howard Smith

Montebello California

AMOUNT ENCLOSED	Date....., 193....	Do not write here
Mon. Order \$	SOLD TO	
Draft - -	Address	
Check - -	
Stamps - -	
	Please write plainly; it avoids mistakes and delays	
Please give name of your County Seat:	SHIP TO	If any items are out of stock, may we substi- tute equally good or better ones? Write YES or NO
	Address	
	
	(To be filled in only if Shipping Point is different from Postoffice Address)	

[illegible]

We do not warrant in any way, expressed or implied, the contents or description, quality or productiveness, or any other matter of any seeds, bulbs, plants or trees sold by us, and we will not be in any way responsible for the crop. If the purchaser does not accept these goods on above terms no sale is made thereof, and he must return them at once, and money will be refunded. Subject to above conditions we make sale.

MAKE ALL MONEY AND EXPRESS ORDERS PAYABLE AT
MONTEBELLO, CALIFORNIA

[illegible]

The center of the bloom is deep golden yellow, shading and deepening to brilliant crimson scarlet at the outer portion of the petals.

MARJORIE. A late-blooming variety with large open flowers of fine form and very beautiful coloring—golden-orange toning down to a canary-yellow center with crimson blotches around the eye, and the reverse of the petals flushed scarlet. An excellent companion to the variety Goldfinch, being at its best during the same period and the respective colors harmonizing perfectly. Grows 3 feet high.

PRINCESS MAY. Early, large-flowered and strikingly beautiful. The exquisite blossoms are orange-scarlet with golden luster and suffused rose, the center primrose-yellow with small crimson blotches. Like all the sorts we list this is distinctive and requisite to the collection. Height 3 feet.

QUEEN OF SPAIN. The flowers of this lovely sort are star-shaped and of starlike brilliance—vivid, deep golden-orange with faint rose-crimson markings at the eye. Extremely showy and effective and a winner of coveted awards in the discriminating European competitive exhibits. Among the early bloomers and a popular variety in England. Height 3 to 3½ feet.

UNA. This is a gem. Plants bushy and compact. Leaves long and linear. Flower stems about 3 feet high, bearing masses of pure orange-colored blooms, with reverse of the petals a high-colored shade of crimson-bronze. For mass effect in the herbaceous border this new variety is of unquestioned merit. Price of any of the above Montbretias, splendid bulbs.

Each, 25c; per dozen, \$2.50; \$17.50 per hundred

Culture: Montbretias require about the same treatment as Gladioli and will thrive under similar conditions. The clumps should be divided and re-set every second year. In cold sections of the country a heavy litter of leaves or mats should be placed over them for protection. In climates such as California no protection is necessary. The clumps increase in beauty and size season after season. They are easily grown in any good garden soil which has been enriched with well-rotted manure or given a liberal dressing of leaf mold.

AMARYLLIS

H. & S. GIANT STRAIN

Flowers of magnificent proportions, model form and surpassing brilliancy and range of colors distinguish our own strain of Amaryllis as one apart—a strain unexcelled, if not unequaled, in America and ranking with the very best ever produced in Europe. From the pure white ground color with delicate markings of rose, red and various other tints they run to dazzling scarlet, rich orange, brightest red, maroon, crimson, striped, mottled and numerous unusual effects.

The blooms average from 9 to 10 inches in diameter and are flat and spreading with full rounded and overlapping petals. Growing to a height of 3 feet the stems, laden with 5 or 6 blossoms each, display them most advantageously and make a pleasing show either at a distance or close up.

Amaryllis, planted in the autumn, are among the early spring bloomers. In Southern California and other warm parts of the country they thrive in the open border; but colder climes need not be a deterrent to their culture because they do exceedingly well in pots and are easy to force. When the buds commence to expand they can be taken into the house for the full flowering and will give delightful results. This quality also makes them desirable for persons hampered by scarcity of soil or lack of space. These plants are well adapted to grow among shrubbery or in any parts of the garden where spots of bright color are needed.

The Amaryllis we offer are strictly a Howard & Smith production, the result of many years of hybridization between the finest types in existence, and a better strain cannot be found in the world. They are

perfect in color, form, size and substance. Our bulbs are absolutely Class A, selected to bloom next Spring.

Each, 75c; per dozen, \$7.50

BELLADONNA. Lovely rose pink flower with lighter colored throat. Blossoms in August and is devoid of foliage when the tall flower spikes shoot up, hence care must be taken not to disturb it. Mammoth bulbs.

Each, 35c; per dozen, \$3.50

CRINUM

MAGNIFICENT VARIETIES

KUNTHIANUM. A beautiful bulbous plant from New Granada, bearing large umbels of lily-like flowers. Individual blossoms are 3 to 4 inches in diameter. The ground color is white with a bar of rosy red down the center of each petal. This scarce and desirable species will prove of great value in sub-tropical gardening.

Each, \$1.00

POWELLI. Variety Album. A lovely pure white Crinum bearing a profusion of lily-like blossoms in large umbels on stems 3 to 4 feet high. The bulbs produce several spikes during the season. We had a large block of this variety at our Rivera Trial Grounds during the past season. A bed in bloom reminds one of the Easter Lily. This as well as the other two varieties make splendid tub plants and may be used for the adornment of porches, conservatories, etc. In temperate climates they may be planted in the open ground and allowed to remain undisturbed for several seasons.

Each, \$1.00

KIRKIL. Also a snow-white species of wonderful beauty but quite distinct from the foregoing in substance and form, being wax-like and very heavy and true trumpet shape, with gracefully-reflexed petals. In this particular it bears a striking resemblance to the Easter Lily. The stems of the individual blossoms are reddish-brown, an effective contrast, and the flowers are borne in great umbels on heavy stems. As is the case with the others it is intensely fragrant. Height 30 inches.

Each, \$1.00

SPECIAL OFFER: One each of the above 3 superb Crinums, \$2.50.

BEGONIAS

GIANT TUBEROUS VARIETIES

We have a very fine collection of these lovely summer-flowering bulbous plants. Our strain is of the erect-flowering class, the giant blossoms being borne quite upright on strong, sturdy stems. Extra large bulbs.

H. & S. PRIZE SINGLE. A strain of the highest class with perfectly-round flowers of massive size, held quite erect on strong stems. Salmon, White, Pink, Yellow, Crimson, Scarlet or Mixed.

Each, 25c; per dozen, \$2.50

H. & S. PRIZE SINGLE FRILLED. This class is one of the most beautiful of all. The edges of the elegant flowers are daintily frilled, serrated and crested. They have a lovely frilled appearance, extremely graceful. They are exquisite subjects as cut-flowers in low table decorations. Pink, Yellow, Orange, Scarlet or Mixed.

Each, 25c; per dozen, \$2.50

H. & S. PRIZE DOUBLE. Immense blossoms of perfect form. They vary in shape, some resembling large, full-blown roses and others camellias—all particularly beautiful. Double Tuberous Begonias are excellent subjects for pot work and of great value for home or conservatory decoration. They may be grown in open beds, lathhouses, or shady north borders, where they produce delightful blooming effects over a long period. Pink, Yellow, Scarlet, Crimson, Salmon, White or Mixed.

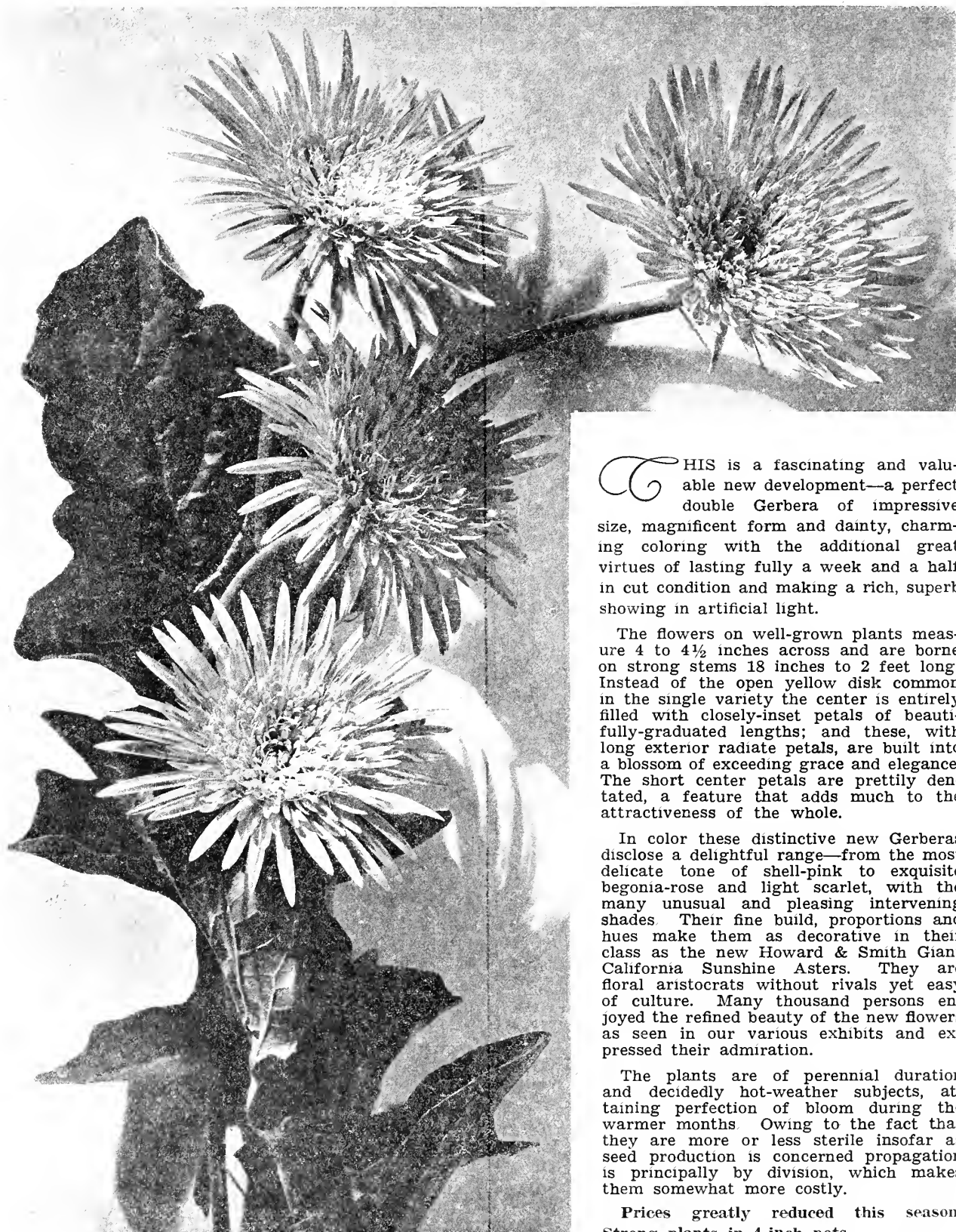
Each, 25c; per dozen, \$2.50

Each season we grow a great number of Tuberous Begonias in 3-inch pots, ready for delivery from May 1.

Each, 35c; per dozen, \$3.50

New Double Gerberas—Graceful and Lovely

Large Blossoms, Ranging from Shell-Pink to Light Scarlet



THIS is a fascinating and valuable new development—a perfect double Gerbera of impressive size, magnificent form and dainty, charming coloring with the additional great virtues of lasting fully a week and a half in cut condition and making a rich, superb showing in artificial light.

The flowers on well-grown plants measure 4 to 4½ inches across and are borne on strong stems 18 inches to 2 feet long. Instead of the open yellow disk common in the single variety the center is entirely filled with closely-inset petals of beautifully-graduated lengths; and these, with long exterior radiate petals, are built into a blossom of exceeding grace and elegance. The short center petals are prettily dented, a feature that adds much to the attractiveness of the whole.

In color these distinctive new Gerberas disclose a delightful range—from the most delicate tone of shell-pink to exquisite begonia-rose and light scarlet, with the many unusual and pleasing intervening shades. Their fine build, proportions and hues make them as decorative in their class as the new Howard & Smith Giant California Sunshine Asters. They are floral aristocrats without rivals yet easy of culture. Many thousand persons enjoyed the refined beauty of the new flowers as seen in our various exhibits and expressed their admiration.

The plants are of perennial duration and decidedly hot-weather subjects, attaining perfection of bloom during the warmer months. Owing to the fact that they are more or less sterile insofar as seed production is concerned propagation is principally by division, which makes them somewhat more costly.

Prices greatly reduced this season.
Strong plants in 4-inch pots.

Each, 50c; per dozen, \$5.00

These Handsome Coming Cut-Flowers Keep Over Ten Days